



*For immediate release
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Old Pulteney sets Sails for 2009

Old Pulteney Highland Single Malt Scotch whisky is proud to announce its activities for 2009 which includes its continued sponsorship of the Round the Island Race, Port of Dartmouth Royal Regatta, Old Pulteney IRC Scottish Championships and the newly established Stories of the Sea events which launches this Saturday here at the London Boat Show.

'Stories of the Sea' will bring the 'Genuine Maritime Malt' together with some of the greatest maritime adventurers and explorers of our time. Old Pulteney in association with The Telegraph will hold a series of intimate talks, which will take place in six different locations over the next six months across the UK including inspiring 'storytellers' such as Tom McClean, Mark Horton, Alvaro de Marichalar, Martyn Helliwell, Chris Packham and to begin the talks, Jasper Shackleton at the London Boat Show.

The speakers will all tell their very own tale of the sea and at each of these exclusive events the audience will have the chance to savour the fine taste of Old Pulteney.

The other events Old Pulteney are involved with throughout the year include the IRC Scottish Championships, this year at Largs on 6 and 7 June 2009, the Round the Island Race (Isle of Wight) on 20 June and the Port of Dartmouth Royal Regatta on 27, 28, 29 August 2009.

Says Iain Baxter Senior Brand Manager of Old Pulteney:

2008 was a very successful year for Old Pulteney. We have catapulted ourselves to being one of the top malts in the UK and abroad, won numerous prizes and awards and have had consecutive years of very successful sponsorships of high-class sailing events. It is without doubt that we are delighted to continue this success and of course we are also very proud and excited to be launching 'Stories of the Sea' and look forward to hearing all the great stories from the adventurers. Happy New Year 2009!

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For further information on Old Pulteney Highland Single Malt Scotch whisky and its events please visit www.oldpulteney.com

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Notes to Editors

Old Pulteney Events 2009 Diary

Stories of the Sea 2009

Date	City	Speaker
10 January 2009	London	Jasper Shackleton
12 th February 2009	Liverpool	Tom McClean
5 March 2009	Edinburgh	Mark Horton
6 May 2009	Wick	Martyn Helliwell
23 June 2009	Southampton	Chris Packham
1 August 2009	Bristol	Alvaro de Marichalar

Other Events

6 and 7 June 2009 - IRC Scottish Championships

20 June 2009 - Round the Island Race

27, 28, 29 August 2009 - Port of Dartmouth Royal Regatta

Background Information

The Old Pulteney portfolio includes:

Old Pulteney 12 Year Old (40%)	£24.49
Old Pulteney 17 Year Old (46%)	£45.00
Old Pulteney 21 Year Old (46%)	£65.00

International Beverage Holdings (www.interbevgroup.com) was established in 2005 as the international arm of ThaiBev, one of South East Asia's leading alcohol beverage companies. Headquartered in Hong Kong with a network of regional offices in Asia, Europe and North America, the company is responsible for the distillation, sales, marketing and distribution of a portfolio of premium global brands in over 80 countries and territories.

Those brands include:

- Chang Beer: the number one selling beer brand in Thailand with an increasing presence throughout Asia and the rest of the world.
- Single Malt Scotch Whiskies: Old Pulteney, Balblair, anCnoc, Speyburn
- Blended Whiskies: Hankey Bannister
- Mekhong: the 'the Spirit of Thailand' since 1941

The company's success is built on the combination of a strong understanding of local cultures and markets with the creation of a truly global operational network. Brand building pays respect to heritage, provenance and craftsmanship whilst delivering innovative and highly effective strategies at global level. A skilled and dedicated team of more than 12 nationalities speaking over 14 languages delivers the highest standards of customer service and attention to detail across all aspects of the business.

Inver House Distillers has been globally integrated as International Beverage Holdings and will drive the production, distillation and maturation of Scotch whisky (www.inverhouse.com) through its five distilleries,

Pulteney, Balblair, Speyburn, Knockdhu and Balmenach, each producing their own distinctive, individual single malt whisky.