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National Stock Exchange of Australia  
Ground Floor 384 Hunter Street  
Newcastle NSW 2300

BY E-LODGE

## **BREWTOPIA ASSISTS DEMOCRATE CANDIDATE IN STATE ELECTORAL CAMPAIGN**

Ben Smith, Australian Democrat's Candidate for the seat of Ballina has teamed up with Brewtopia to make the very first "Election Beer" in the history of Australian Politics.

Ben Smith, an underdog in the seat of Ballina, held very firmly by National incumbent Don Page, wanted to do something unique for his campaign but also do something that represented traditional Aussie values.

"Election campaigns can be sometimes boring and frustrating to the typical voter, I came up with the idea of having a chat with Brewtopia, the makers of custom labeled beer. I love sitting around and enjoying the occasional beer with my mates and I felt that it would be a great idea if I could do the same with the Ballina electorate. I think Don Chipp, the founder of The Democrats, would have loved this idea." said Mr. Smith.

"We speculate that had Mark Latham employed the same tactics in 2004, we'd be under a Labor government right now", observed Larry Hedges, Brewtopia's Managing Director. "It's smart move by Ben, moving the debate away from water crisis and really focusing on a element close to the Australian public's heart"

In the week leading up to the election, Smith in co-operation with Brewtopia will be freely distributing the "Ben Smith Brew" to licensed pubs and clubs for distribution throughout the electorate. Any outlets within the electorate should contact Brewtopia or Ben Smith's office for more details to get their hands on the brew quickly as supply is limited and orders for the free beer are expected to be filled fast.

"The beer has won a number of national awards and is brewed by one of Australia's top brewers, so as well as being a great promo item, it also tastes great! If anything, at the end of all this, It'll be a great honour to be the first person in Australian politics to do their own election beer" concluded Mr. Smith.



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Liam Mulhall, the CEO of Brewtopia said, “Ben should be congratulated in seizing this opportunity to get more Australians to drink Brewtopia beer. Ben is clearly an innovative thinker and we respect and embrace his desire to get his name out there by branding his own beer. This is the benefit of working with Brewtopia, we don’t have a brand, we have you....and you develop your own brand.”

Brewtopia.....for the Brew that's all about you !!!!!!!!

To see associated press on this Australian electoral first. Please look at <http://www.northernstar.com.au/>

### **About Brewtopia Limited**

Brewtopia Limited is an international brewer and distributor of high quality beverages. Brewtopia allows its customers to build and design their own beverage labels and then delivers these personally designed beverages worldwide. Brewtopia was the first ever company to grow by Viral Equity, whereby participants in surveys received a share in the company by way of Equity. Brewtopia listed on the Stock Exchange of Newcastle Limited on 20 February 2006 and has focused on developing its marketing and distribution of its beverages. For additional information please contact the company on +61-2-9808 2637.

### **Brewtopia Limited Forward - Looking Statements**

This document contains forward-looking statements that reflect the Company's current expectations regarding future events. Forward-looking statements involve risks and uncertainties. Actual events could differ materially from those projected herein and depend on a number of factors including the success of the Company's marketing strategy, and various other uncertainties.