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8<sup>th</sup> November 2007

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

BY E-LODGE MENT

### **BREWTOPIA APPOINTS BRIAN BLOOM CHAIRMAN OF MANAGEMENT COMMITTEE**

The Board of Directors of Brewtopia Limited is pleased to announce the appointment of Mr Brian Bloom as Chairman of the Company's Management Committee. His focus will be primarily on setting targeted operational benchmarks and milestones for growth, and guiding and mentoring the Management Team to attain those targets.

Mr Bloom has many years of experience in guiding high growth SME businesses at both operational and strategic levels. During his career, he has been involved in start ups, turnarounds and growing small businesses; and has also sat on the Boards of Directors of larger multi million dollar businesses. In recent years, following a five year period as a Venture Capital Investor in the late 1980s, he has specialized in advising high growth SMEs in the fields of High Technology, and also Fast Food Retail. He currently sits on the Board of Directors of Ali Baba Lebanese Cuisine Pty Ltd, which has grown from 16 retail stores to become a nationwide chain of 60 outlets during his association with that company. Past Fast Food clients have included Oporto – which was recently sold for an amount reputed at around \$60 million – New Zealand Natural Ice Cream, Mrs Fields Bakehouse and several other household names. Mr Bloom was also Chairman of the Management Committee of Oporto in its formative years.

Past High Technology Clients have included Masterpack International, iPhone, Ulco Engineering, GO Medical, System Builder, UVS Ultra Violet, O<sub>4</sub> Corporation and others. In his association with these latter businesses, Mr Bloom acquired significant hands-on experience in the international markets.

Pursuant to the contract with Mr Bloom, Mr Bloom (or his corporate nominee) will be on a monthly fee with options being issued to acquire equity in the company at a nominal price, subject to the successful attainment of agreed performance milestones.

"I see this as an interesting challenge" Mr Bloom said. "Like Facebook, as an example, Brewtopia is a next generation business which is applying high technology solutions at an individual level to e-commerce opportunities in a globalised world. By facilitating personalization of gifts for shared



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enjoyment, Brewtopia has worked out a way of reconnecting people in a depersonalized world.”

Liam Mulhall, the CEO of Brewtopia said, “We are excited about working with Brian to develop and expand the business of Brewtopia. Brian brings with him years of experience and the Board are excited about the future of the company with his assistance”

### **About Brewtopia Limited**

Brewtopia Limited is a distributor of high quality beverages and associated ‘time-out’ products. Brewtopia allows its customers to build and design their own labels and then delivers these personally labeled products 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 the 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.