

SUPPORTING THE PRIDE: LUCOZADE SPORT BECOMES OFFICIAL PARTNER TO ENGLAND LIONESSES AHEAD OF FIFA WOMEN'S WORLD CUP 2019

Iconic sports and exercise brand Lucozade Sport has signed a multi-year deal to become the official sports drinks and hydration partner of the England Women's and Men's Senior Football Teams – marking the brand's first official move into women's football.

The partnership aims to raise the profile of women's football ahead of the FIFA Women's World Cup 2019 and inspire a generation of women to get moving as part of Lucozade Sport's "Made To Move" mantra. A number of players (Lionesses) will feature on specially designed Lucozade Sport bottles and star in a major marketing campaign including in-store activation and advertising.

Claire Keaveny, head of marketing at Lucozade Sport, comments: "Lucozade Sport has a long history of supporting football and we're really proud to be signing a partnership with The FA to extend our support to England women and backing the Lionesses. We hope our support not only hydrates the Lionesses ahead of the FIFA Women's World Cup 2019, but the investment also plays its part in inspiring a whole generation of people to move."

Steph Houghton OBE, England Women's Football captain, comments: "Lucozade Sport has huge footballing heritage so it feels like a big moment to know that the Lionesses will be joining that history. Having such an iconic brand supporting women's football is proof of just how popular the sport has become."

Lucozade Sport has a long heritage in football and has been the official sports drink and hydration partner for the England Men's Football Team since 2008 and previously supported captains including Steven Gerrard and Harry Kane. Its current ambassadors include boxing heavyweight champion of the world Anthony Joshua and fitness coach Gemma Atkinson.

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About Lucozade Ribena Suntory

Lucozade Ribena Suntory (LRS) is one of the leading soft drinks businesses in the UK and Ireland. LRS was formed in 2014, and is part of Suntory Beverage & Food Europe. Our much-loved soft drinks brands include Lucozade Energy, Lucozade Sport, Fitwater, Ribena, Orangina and True Nopal Cactus Water. Our business is driven by our "Yatte Minahare" spirit and our role is to have a positive impact on the lives of our consumers by providing them with a responsible choice of great-tasting drinks and enabling them to lead active lifestyles.

For further information, please visit: www.lrsuntory.com