



Little World Beverages LIMITED

12 May 2011

Little World Beverages Ltd (LWB) appoints Ross Sudano as CEO

Ross Sudano, LWB's Chief Operating Officer (COO) for the past two years, has been appointed Chief Executive Officer (CEO) of LWB reporting to the Board of Directors. Mr Sudano will continue to be Melbourne based.

Since joining the company, Mr Sudano has achieved impressive results across the business whilst displaying a "hard to find" sensitivity to the organizational and product culture that is critical to the ongoing success of LWB. The Board has been delighted with his performance and is highly confident of his ability to develop the business further over the coming years.

As COO, Mr Sudano had reported to Executive Director Nic Trimboli and received additional brand and technical support from fellow founding partners Howard Cearn and Phil Sexton. The three founders will continue as contracted consultants providing support as required to Mr Sudano's leadership.

Prior to joining LWB, Mr Sudano was CEO of Anaconda Adventure Stores. He has also held positions with FAL and BP where he gained valuable wholesaling and retailing experience.

The LWB horizon is a very exciting one with the planned Geelong brewery project and the continued growing consumer interest in great beer and small brewers.

Mr Sudano's appointment is effective immediately. Please see the attached document for the principal terms of his engagement.

- End -

For further information contact:

Howard Cearn: 0419 952 456

Ross Sudano: 0439 933 339

The amended terms of Mr Sudano's engagement are as follows:

- Potential for maximum total remuneration of \$500,000, inclusive of statutory superannuation and long-term Achievement Rights Plan (ARP) participation.
- ARP participation of up to 20% of base salary.
- Immediate allotment of 100,000 Achievement Rights, to vest after 3 years provided that 60% of ARP KPIs are achieved.

All other relevant terms of Mr Sudano's existing Executive Service Agreement remain in place.