



## **FOSTER'S TO SPONSOR UK'S BIGGEST COMEDY CLUB GROUP**

### **- Foster's and highlight announce new Stand-Up Comedy Partnership -**

Foster's, Heineken UK's leading mainstream lager and highlight, the biggest provider of stand-up comedy shows in the UK, have signed a new partnership agreement that will install the *Amber Nectar* as title sponsor of all live stand-up comedy shows at highlight's nine venues across the country.

From April 22, the shows will be presented as '*Foster's Comedy Live @ highlight*'. The sponsorship deal sees Foster's increasing its involvement in the UK comedy scene, adding highlight to a comprehensive comedy portfolio, which includes sponsorship of the prestigious Edinburgh Comedy Awards, the British Comedy Awards and *Original Comedy* programming on Channel 4.

The deal takes Foster's vibrant relationship with comedy to another level by immersing the brand in regular stand up shows run by the nation's biggest comedy club group. In highlight, Foster's has a partner with over 20 year's experience in producing first-rate comedy. highlight is the nation's biggest provider of stand-up comedy, with more than 750 comedians entertaining over 250,000 comedy-loving guests at more than 1,000 shows every year.

Mark Given, Brands Director at Foster's brand owner, Heineken UK said: "Foster's is committed to supporting and facilitating comedy in the UK and we know humour plays a large and important role in the lives of our core target market. The new partnership with highlight is a clear expression of this commitment. Foster's is famous for its love of comedy – from our current comedy sponsorships to our 'Good Call' TV ads to our fostersfunny online comedy 'hub' - so a partnership with the biggest provider of stand-up comedy in the UK is a natural fit for the brand."

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For highlight, the sponsorship brings with it the opportunity to work with a high profile brand that shares its ambition and aspiration to grow comedy nationally. The partnership offers the potential to grow future ticket sales through Foster's online audiences which include almost 100,000 fans of fostersfunny on Facebook, a growing number of followers on Twitter and up to 500,000 fostersfunny website visitors.

John Leslie, CEO at highlight's parent company iNTERNAIN said: "Foster's has demonstrated a very positive and proactive approach to all things comedy and we are very excited at the prospect of producing live comedy shows that will be backed by the brand. The sponsorship makes sound commercial sense for both parties and it will take an excellent trading and working relationship into an exciting new arena.

He concluded: "The deal represents a significant step in delivering our commitment to first choice entertainment and creating a clear divide between highlight and other operators on the high street."

**-Ends-**

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