



With reference to the newswire article published in TODAY newspaper on Tuesday 17 January 2012 "Energy drinks blamed for caffeine poisoning", we would like to remind our consumers that the recommended intake amount is no more than 3 cans of Red Bull per day, as highlighted on our products.

In accordance to Food Standards Australia and New Zealand, the prescribed amount of caffeine in formulated caffeinated beverages is

80mg/250ml can, which our Red Bull products adhere to the prescribed code. One 250ml can of Red Bull Energy Drink contains about the same amount of caffeine as a cup of coffee.

Taken in appropriate amounts, Red Bull Energy Drink aids in the following for consumers:

- Increases concentration and reaction speed
- Improves vigilance
- Stimulates metabolism

We recommend our consumers to enjoy a maximum number of 3 cans of Red Bull per day.

On our part, we will continue to educate and remind consumers on the appropriate intake to enhance their lifestyles.