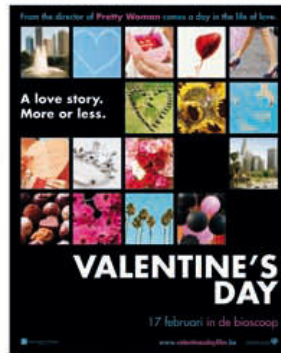




# Pink Lady®

## PINK LADY® JOINS FORCES WITH VALENTINE'S DAY, WARNER BROS. STUDIOS' NEXT MAJOR FILM EVENT

Saint Valentine's Day 2010 will be a great event for Pink Lady® and its consumers and clients as the partnership between this most glamorous of apples and the launch of Warner Bros.' film *Valentine's Day* comes together.



### A dream opportunity for Pink Lady® :

- ➔ A tailor-made story: Los Angeles, Saint Valentine's Day, the destinies of men and women looking for love cross paths as they search for the perfect partner...
- ➔ An exceptional cast (you couldn't ask for more glamour or charm) including Julia Roberts, Ashton Kutcher, Patrick Dempsey, Anne Hathaway, Jessica Biel... directed by Garry Marshall (*Pretty Woman*, *Runaway Bride*...).



- ➔ Distribution in Europe: Germany (11th February), The Netherlands (11th February), Portugal (11th February), Spain (12th February), Ireland (12th February), Sweden (12th February), Denmark (12th February), France (17th February), Belgium (17th February), Norway (19th February), Italy (12th March)
- ➔ An exceptional launch organised by Warner Bros. which fully intends to make *Valentine's Day* a box office hit in 2010.

As of 15th January, 2010 and until 28th February – Pink Lady® will invite its customers (in Germany, France, Italy, Belgium, Denmark, Spain....) and fans of Julia Roberts, Patrick Dempsey, Anne Hathaway... to play a special Pink Lady® *Valentine's Day* contest and to win a trip to Los Angeles, DVDs from the Warner Bros. collection and many other Pink Lady® prizes.

This exceptional partnership turns Pink Lady®'s *Valentine's Day* promotion into an event, whilst capitalising on the brand's fundamental values.

**Between the most attractive of pink apples and the most seductive of *Pretty Women*, which would you choose? (What if you could have both?)**

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**Pink Lady®, so much more than an apple**

