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Company Announcement

Simonds Farsons Cisk plc announces that it has been appointed by PepsiCo International Limited, owner of the world renowned beverage 7UP, as the exclusive franchisee to produce, bottle, sell and distribute the soft drinks 7UP and Diet 7UP in Malta and Gozo, with effect from today.

Simonds Farsons Cisk has been the producer of Pepsi-Cola brands since 1978. Today's exclusive appointment combines the production and bottling of the PepsiCo brands, Pepsi and 7UP, at the same facility, and is a reflection of the consolidation in beverage ownership and production that is taking place worldwide. The Farsons Group sees this appointment as the recognition and appreciation by PepsiCo International of Farsons' continuing efforts in quality improvement and efficiency.

Selling of 7UP to retail outlets will commence through the Farsons selling organization with immediate effect. The Farsons Group is convinced that the production and distribution synergies attainable by the combined delivery of renowned brands such as Kinnie, Pepsi, 7UP, Schweppes, Sunkist, together with the Farsons portfolio of beers such as Cisk and Carlsberg, will also benefit the retailer and the consumer.

The Board of Simonds Farsons Cisk believes that today's enhancement of the Farsons portfolio with the inclusion of the global brand 7UP will further improve production efficiencies as well as shareholder value.

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André J. Camilleri
Company Secretary

January 8, 2002