



## Press release

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### Global advertising appearance for Power Horse

#### „Featured part“ in new Angelina Jolie film

With an idea „made for the movies“ the Austrian energy drink brand Power Horse has managed to overcome the obstacle of the high financial cost of a global advertising campaign: the energy drink which is produced by S. Spitz GmbH in Attnang-Puchheim and sold in more than 50 countries will manage to achieve a premium global placement appearance via a large-scale Product Placement in the new Angelina Jolie film „Wanted“.

The Power Horse Energy Drinks GmbH, a sister company of S. Spitz GmbH, entered into a co-operation project with Steve Rasnick in Los Angeles approximately one and a half years ago. Rasnick, the Vice President of the UPP Entertainment Marketing Company, made sure at that time that the Terminator, Arnold Schwarzenegger, ate Austrian brand wafers in a Hollywood-Movie. He procured an important “featured part” for Power Horse in the „Wanted“ film: in four sequences the aluminium cans from Austria are visibly and clearly placed among other things during an erotic scene on the bedside table. In the concluding scene Power Horse plays an important role.

„Wanted“ is a Science Fiction story and tells the tale of a mighty secret society which controls the fate of men.

The twenty-five year old loser Wesley (James McAvoy) goes through life with slouched shoulders until he meets the exciting lady called Fox (Angelina Jolie) who encourages him to fight the deathly brotherhood. The director of this exciting film is the Russian Timur Bekmambetov (“The Night Watch Series“), the stars taking part include Morgan Freeman, Thomas Kretschmann and Terence Stamp.

Power Horse was developed in the year 1993 in the laboratories of S. Spitz GmbH and in the meantime it is one of the five most successful

energy drinks in the world. The headquarters of the Power Horse Energy Drinks GmbH is in Linz and there are branch offices in Dubai, Mumbai and San Francisco. The most important markets are the Middle East and a range of African countries. The most important developing market is the Indian subcontinent with a population of 1.4 billion. At the current moment in time around 100 million cans of Power Horse are sold annually all over the world.

Until now Power Horse had primarily focused on television advertisements on Arabic and African channels. The current TV campaign was devised by the Ogilvy Agency (Dubai) and was realised with the star director Anthony Hoffman (Los Angeles). With the Product Placement in „Wanted“ a global appearance by the Austrian brand has become possible for the very first time. The company connects the film premieres in many countries to Events to which business associates, employees and friends are invited and Power Horse is served as a refreshment.

For questions please contact

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