

19.07.2012

**Public notice for Prigat consumers**

The Israel Breweries company, manufacturer of the Prigat soft drinks, wishes to notify its consumers that due to a localized malfunction in the production, there is a miniscule danger that glass shards may be present in a small number of glass bottles and glass bottles only, with a fluid volume of 330 milliliters, of the grape-flavored, grapefruit-flavored and orange-flavored soft drink.

This notice refers to a handful of bottles, however out of concern for, and accountability to, our customers, we are taking the fastest possible action to recall these products from the retail outlets.

**We would like to stress that this malfunction refers only to the Prigat soft drink product in 330 milliliter bottles, of the following flavors: grape, grapefruit and orange, whose expiry date is: 17/1/2013, 18/1/2013, 19/1/2013, 20/1/2013 only (the expiry date appears on the top part of the label).**

Any customer who has in his possession a 330 milliliter Prigat soft drink bottle whose expiry date is one of the above, is urged not to consume it and is invited to contact our consumer hotline at 1-800-335-522 to return the product and to receive a different one instead.

Prigat apologizes for this inconvenience, and thanks its customers for their understanding and cooperation. As always, we will continue to do everything we can to guarantee our faithful customers complete satisfaction with the various Prigat products.