



## PRESS RELEASE

### TYPHOO TEAMS UP WITH BRITAIN'S LONGEST-RUNNING TV SOAP

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Typhoo is the latest brand to become an official **promotional partner** for *Coronation Street's 50<sup>th</sup> Anniversary* campaign in 2010. Harveys, Imperial Leather and Warburton's are also lined up as 'Best of British' partners for the nation's favourite soap.

In 2010, *Coronation Street* will celebrate its 50<sup>th</sup> television anniversary as the UK's longest running primetime drama. To coincide with this historic occasion, ITV STUDIOS Global Entertainment are bringing together a portfolio of promotional partners of much loved family brands, collectively called *Coronation Street's 50<sup>th</sup> Anniversary, Best of British* brands.

The partnership will launch in January and incorporate a range of activities tying the brands together throughout the anniversary year. There will be a number of exciting promotions as well as further activities that will be announced at a later date. The campaigns will be supported by on pack and in store activity, website promotion, retailer specific activity and print advertising. This promotion will provide retailers with countless opportunities to increase sales within the tea category.

Kate Willoughby, Marketing Manager at Typhoo commented, 'Coronation Street and Typhoo share values, audience profile and longevity. We are looking forward to working with the ITV team and BJL to make the most of the partnership by rewarding our loyal customers throughout 2010.'

Corine Pouvreau Miles, Director of Promotions and New Business at ITV STUDIOS Global Entertainment said, "We are delighted to welcome Typhoo onboard as a promotional partner for the *Coronation Street 50<sup>th</sup> Anniversary, Best of British* campaign – a collaboration which offers the perfect blend of two national treasures. With a rich heritage stretching back over 100 years and their recent Typhoo Sports for All programme with the English Federation of Disability Sports, Typhoo's good honest brand values and popularity amongst the British public are an ideal match. Together with our other brand partners Harveys, Warburtons and Imperial Leather, we are anticipating a spectacular and memorable calendar of activity in 2010."