

LUCOZADE ENERGY SIGNS UP MILLENNIUM HEROINE - LARA CROFT

Lucozade Energy, the UK's Number One energy drink, and Eidos Interactive, the UK's largest software publisher, announce an exclusive deal with the world's greatest cyberstar - Lara Croft.

Heroine of the internationally acclaimed computer game series, *Tomb Raider*, and variously described as one of the most influential characters of the twentieth century, Lara Croft has become an icon for a generation. Now signed up for her first major UK appearance in a TV advertisement, Lara takes the leading role in Lucozade Energy's exciting new campaign.

Constantly faced with gripping challenges, Lara's action-packed lifestyle means she needs energy fast. Formulated to be the body's preferred source of fuel, with glucose syrup and new added B vitamins, Lucozade Energy is perfect to satisfy her demanding everyday energy needs, and made her the Number One choice to star in the new advertising.

Agile and determinedly individual, Lara Croft is a perfect fit for Lucozade Energy. Her smart, dynamic, positive attitude, as well as her undeniable "female magnetism", will ensure she has maximum appeal among Lucozade Energy's target audience.

The contract includes a range of activities that will see the animated character endorsing the brand through TV and poster advertising, in-store promotional activity and public relations.

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Peter Harding, Category Director for the Lucozade brand commented, "We are moving into an exciting new era with Lucozade Energy and the association with Lara Croft is the perfect way to take the brand forward. With her undeniable appeal, she symbolises a character and image that our consumers will appreciate."

Jeremy Heath-Smith, Managing Director for Core Design Limited, creators of Lara Croft, added, "The Lucozade Energy brand is a great match for Lara's lifestyle and targets the age-range of the majority of her fans. We're delighted to be working with Lucozade Energy for this new campaign."

The contract with Eidos is part of a £25 million advertising and promotions investment by SmithKline Beecham taking the entire Lucozade portfolio into the next Millennium.

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