



Consumer Press Release
Greene King splits operations and celebrates the Great British Pub
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Greene King today announced the decision to split its managed pub business into two and the appointment of two new managing directors.

Greene King's chief executive, Rooney Anand, says, "As part of our mission to build the Best Pub and Beer Business in Britain, and on the back of strong growth over the past few years, we have decided to split our Pub Company business unit into two new divisions: Destination Pubs and Local Pubs."

Destination Pubs will be headed up by **Jonathan Webster**, who was chief executive of Hardys & Hansons and has a great track record, with 20 years of varied experience in the pub industry. **Local Pubs** will be led by **Jonathan Lawson**, who was retail operations director for Sainsbury's Convenience and has had a career in major supermarkets totally focused around customer service.

"The move is about providing the best experience for our customers by organising ourselves as a business to provide the best support to our managers and staff," continues Anand. Running a community pub is clearly quite different from operating a destination food pub that attracts families from far and wide. Splitting the operations into two will help us to cater for our different styles of pub; to support our pub managers and staff; and to make things even better for pub-goers.

"It focuses our resources so that we are better able to tailor facilities and services, providing customers with the experience they want from their pub".

The **Local Pubs** division will comprise 510 community and 'town-local' pubs which are shaped by the individual style of the managers and their relationship with staff, customers and the local community.

The **Destination Pubs** division will consist of 280 branded pubs with strong recognisable food offers. It includes the company's best known brands, Hungry Horse and Old English Inns.

The split, which comes into effect at the beginning of May, will provide the Greene King group with five more evenly sized and complementary divisions*.

Anand continues, "We are fervent supporters of the Great British Pub and aim to run the nation's best. The increased specialisation brought about by the split will ensure that we continue to recognise and celebrate pub differences and to provide the best possible service to all our customers."

Ends

* the others being Pub Partners, the tenanted and leased arm of the company, Brewing Company, the wholesaling and beer brand division and Belhaven, the Scottish integrated pub and beer part of the business.

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