



## Banks Holdings Limited

Tuesday, June 24<sup>th</sup>, 2014

### NEWS RELEASE

#### BAJANS IN THE CROWD AT WEDNESDAY'S WORLD CUP MATCH

**THREE BARBADIANS WILL BE AMONG THE THOUSANDS OF FANS who will be taking in the match between Ecuador and France today at the Maracana Stadium in Rio de Janeiro.**

**Ryan Bynoe, Corey Wharton and Nicholas Edwards** – three Sales Representatives of B&B Distribution are in Rio because they were able to garner the highest sales of Coca-Cola amongst their Sales team, in an internal sales drive, administered directly by the global brand.

The entire Sales team at B&B Distribution was tasked with achieving a 7% growth versus the budgeted target and not only surpassed this target but exceeded Coca-Cola sales for that period.

Ryan, a Sales Executive in the Wholesale Division, Corey, Sales Executive for Larger Retail South and Nicholas, a Van Sales Representative, who steadily worked his way through the ranks, flew to Brazil last Saturday, June 21<sup>st</sup> on a prize that also includes four nights' accommodation at the Mykonos Hotel Residencia, US\$600 per person and a full sightseeing tour with stops at Tijuca Rain Forest, Santa Tereza Hill, Old Rio, and Sugar Loaf Mountain or Corcovado.

This will be Nicholas' first trip, having never travelled beyond Barbados' shores.

**Nigel Lobo**, Sales Manager, B&B Distribution said he was very proud of his sales team who worked diligently to surpass the targets set.

In official correspondence from Coca-Cola, the beverage company outlined that they had been a proud sponsor of the FIFA World Cup since 1974, with their involvement continuing this summer throughout Brazil.

The competition ran for five weeks and ended on Friday, May 23<sup>rd</sup>.



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**CAP. 1** (from left): Ryan Bynoe, Nicholas Edwards and Corey Wharton at the airport before boarding their flight to Brazil.

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