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**Perrier Celebrates Andy Warhol with Limited-Edition Bottles
and a Chance to Win an Original Warhol**

Stamford, CT – August 1, 2013 – This summer, Perrier® Sparkling Natural Mineral Water celebrates a momentous collaboration with The Andy Warhol Foundation and what would have been the famed pop artist's 85th birthday on August 6. Fresh on the heels of the brand's limited-edition Warhol-inspired bottle collection debut, Perrier is offering consumers the chance to win an original piece of Warhol artwork as part of its *Take Home a Warhol* sweepstakes.

Warhol's relationship with the sparkling natural mineral water dates back to 1983, when he featured the iconic bottles in a series of more than 40 works. The Perrier screen prints are an example of the artist's famed style of depicting everyday consumer products in unconventional ways. In tribute to these relics of the Pop Art movement, Perrier has collaborated with The Andy Warhol Foundation to create a limited-edition collection of bottle labels based on Warhol's original works.

Earlier this summer, Perrier launched the *Take Home a Warhol* sweepstakes, which gives consumers a chance to win an original screen print created by Warhol in 1978 called "Space Fruit: Lemons." Consumers can enter for a chance to win this piece of art at www.perrier.com/warhol, which features an online gallery of Warhol's original screen prints and showcases the limited-edition Perrier bottles. Visitors to the site can enter once a day until the sweepstakes' conclusion on September 30, 2013.

"By creating its limited-edition, Warhol-inspired labels, Perrier is demonstrating exactly what Warhol believed - which is that Pop Art is for everyone," said Michael Hermann, Director of Licensing for The Andy Warhol Foundation. "We are pleased that Andy Warhol's work continues to live on through this collaboration with Perrier."

"We look forward to bringing the work of this legendary artist into the homes of our consumers through our limited-edition Perrier by Andy Warhol labels," said Priya Shenoy, Group Marketing Manager for Perrier U.S. "Our hope is that people will be inspired to commemorate the birthday and legend of Andy Warhol on August 6, when they raise a glass of Perrier. Additionally, this year Perrier celebrates its 150th anniversary, so there are two great reasons to toast with Perrier."

Sweepstakes terms and conditions will be available at www.perrier.com/warhol until September 30. NO PURCHASE NECESSARY. Void where prohibited.

About Perrier® Sparkling Natural Mineral Water

For over a century Perrier has collaborated with some of the world's most famous and distinguished artists, including Andy Warhol, Salvador Dali and Bernard Villemot. Perrier was first bottled in the south of France in 1863. Perrier® is a sugar-free and calorie-free sparkling natural mineral water. With its refreshingly unique bubbles and low mineral content, Perrier® is perfect on its own, with a slice of lemon, or mixed with juices or spirits. The iconic green bottle is recognized around the world as the number one sparkling natural mineral water.

About The Andy Warhol Foundation for the Visual Arts

As the preeminent American artist of the 20th Century, Andy Warhol challenged the world to see art differently. Since its founding in 1987 in accordance with Andy Warhol's will, The Andy Warhol Foundation has established itself as among the leading funders of contemporary art in the United States having distributed nearly \$250,000,000 in grants. The foundation's ongoing efforts to protect and enhance its founder's creative legacy ensure that Warhol's inventive, open-minded spirit will have a profound impact on the visual arts for generations to come. For more information please visit www.warholfoundation.org.

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