



Old pulteney and clipper race serve up global partnership

'Maritime Malt' Whisky Teams up with Clipper Round the World Yacht Race

First time Team Sponsor, the single malt Scotch whisky Old Pulteney, today announced its yacht entry in the Clipper 2013-14 Round the World Yacht Race. The yacht, which is part of the newly designed Clipper 70 fleet will debut in the ninth edition of the world's longest ocean race and will be called *Old Pulteney*.

Old Pulteney's decision to sponsor a yacht in the Clipper Race is rooted in the whisky's strong maritime heritage and long standing involvement with sailing. Pulteney Distillery is one of the most northerly on the UK mainland - and whisky connoisseurs even say they can detect a faint hint of the sea in the delicious malt thanks to its windswept location and close proximity to the North Sea.

Known as the 'Maritime Malt,' Old Pulteney holds the coveted title of 'World Whisky of the Year' for 2012 in Jim Murray's Whisky Bible – one of the industry's highest accolades. The whisky achieved top ten status in the UK single malt market in 2012 as well as being the fastest growing single malt in Travel Retail and now positioned number 20 in the category. The brand is flourishing in many other countries around the world.

Clipper Race Founder and Chairman, Sir Robin Knox-Johnston toasted the announcement today and remarked: "When I set sail for my historic circumnavigation back in 1968, on board were 12 bottles of whisky and homemade fruitcake. Old Pulteney have a great history of supporting sailing and we look forward to toasting our successes with them as we travel around the globe. We are extremely pleased to welcome our new Team Sponsor, Old Pulteney on board for the Clipper 2013-14 Race."

Old Pulteney Senior Brand Manager Margaret Mary Clarke commented: "Old Pulteney has a long and rich association with the sea, from our coastal location and maritime heritage to our involvement with sailing communities around the world today. We are therefore thrilled and very proud to unveil our partnership with the Clipper 2013-14 Round the World Race, which will be our biggest global sponsorship to date. Our whisky is enjoyed by people who love sailing and with Clipper, we are looking forward to embarking on the sailing adventure of a lifetime."

People from around the world and from all walks of life compete in the Clipper Round the World Yacht Race; over 650 crew members from over 40 nationalities are set to take part in Clipper 2013-14 Race, which starts Sunday, 1 September from St Katharine Dock, London. The Clipper Race fleet is made up of twelve brand new identical ocean racers with each one sponsored by a different destination or brand.

The Clipper Race generates intense global media coverage and provides a powerful marketing platform for global brands. Old Pulteney plans to utilise this platform in each of its key territories through brand activation and awareness exercises which will be announced as the race progresses.

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About Clipper Ventures Plc

Clipper Ventures Plc was established in 1995 by legendary yachtsman Sir Robin Knox-Johnston, the first person to sail solo non-stop around the world in 1968-69. Sir Robin founded the company on the premise that sailing should be made available to everyone, regardless of age or experience. So he launched the Clipper Round the World Yacht Race in 1996. The company owns and operates its own matched fleet of ocean racing yachts and so far more than 3,000 people have competed in the eight editions of the Clipper Race to date. The company also owns the rights to the professional solo round the world VELUX 5 OCEANS race and runs a successful events division offering corporate sailing and development programmes. Today Clipper Ventures is recognised as a leading international marine events company which is focused on developing and promoting major global events such as the Clipper Race.

Clipper 13-14 Round the World Yacht Race

The Clipper 13-14 Round the World Yacht Race will start on Sunday 1 September from St Katharine Docks London, and return almost a year later after completing the 40,000 miles route, making it the world's longest ocean race. The event was established by Sir Robin Knox-Johnston to give everyone, regardless of sailing experience, the opportunity to discover the exhilaration of ocean racing. 650 people representing more than 40 nations will compete in the Clipper 13-14 Race on twelve brand new 70-foot yachts designed by renowned naval architect Tony Castro. It's the largest race ever. Crew members can sign up for the whole circumnavigation or one or more of eight legs. The only qualification for the race is the minimum age of 18 (there is no upper age limit) plus a thirst for adventure. The overall race is divided into individual stages and points are accumulated in a Formula 1-style scoring system. The yacht with the highest total points at the finish wins the Clipper Race Trophy.

About Old Pulteney

Old Pulteney is one of the world's finest and most distinctive single malt Scotch whiskies. Known as the 'Maritime Malt', it is crafted in the windswept coastal town of Wick, home to the Pulteney Distillery which is one of the most northerly on the Scottish mainland. The distillery was established in 1826 in the heart of 'Pulteneytown', the town created to house fishermen during Wick's famous herring boom which drew a fleet of over 1000 boats and 7000 workers to this remote and rugged harbour.

Old Pulteney is the embodiment of this place, its people and its remarkable history. The skilled Pulteney distillery team continue to craft their whisky using the most traditional and time-honoured techniques that most others have long abandoned. This includes the uniquely shaped Pulteney stills, which are reflected in the design of the Old Pulteney bottle on shelves today.

Matured in hand-selected oak casks, the resulting whisky has been acclaimed for its excellence, its smooth drinking style and faint hint of the sea. Old Pulteney holds the coveted title of 'World Whisky of the Year' for 2012 in Jim Murray's Whisky Bible – one of the industry's highest accolades. The whisky also achieved top ten status in the UK single malt market in 2012 and is flourishing in many other countries around the world.

Old Pulteney continues to celebrate all things related to its maritime heritage and is renowned for its long standing support of sailing adventure across the globe.