



Immediate Action to Withdraw “Anything” & “Whatever” Canned Drinks Visual Display at 450 Bus Stops

Singapore, 21st May 2007 - Since its teaser campaign which started on 10th May 2007 and the official launch on 18th May 2007, “Anything” & “Whatever”, with its whacky, humorous and prominent display has indeed attracted much curiosity and attention from the public.

But to our greatest regret, we realized that the empty cans (with it flaps closed) at almost 450 bus stops had been tampered with, some even torn down with the flaps opened.

This has caused much concern by some members of the public who felt that the opened cans posed possible dengue hazards, collecting rain water.

As such, in the interest of the public, the management of Out of the Box Pte Ltd has made an immediate decision today, working closely with Clear Channel to dismantle the canned drinks display at all 450 bus stops. The display took about twelve team members, working twenty hours per day over a span of three days to setup and was supposed to run for a month.

“I think we have achieved our objectives of creating mass awareness and attention. It’s a pity that we have to remove the display for social responsibility and environmental concerns. Even though we will incur additional costs, we feel that as this is a public concern, we will do *anything and whatever* to address it immediately,” says **Mr Johnson Tan, Managing Director of Out of the Box Pte Ltd**, that markets “Anything” & “Whatever” beverages.