

Advertising Age
International.

MARKETING SUPERSTARS

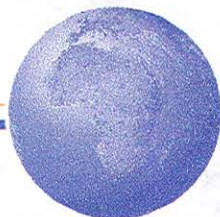


presented to

Jolan Keszte

Rolling Rock

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AdvertisingAge International

Deborah Malone
Associate Publisher

December 16, 1996

Jolan Keszte
Rolling Rock
Borsodi Sorgyar Rt.
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Dear Jolan:

Congratulations! You have been selected as one of *Advertising Age International's* Marketing Superstars for your leadership and innovation on a global scale.

Each year, *Ad Age International* selects the people behind the most innovative, successful marketing strategies. Our final honorees represent a wide spectrum of products and services, and, like you, all are responsible for today's hottest international marketing success stories.

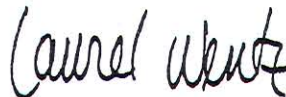
As you will notice in the enclosed special issue, *Ad Age International* has devoted an entire section to the outstanding marketers of 1996. You're definitely among talented company.

Here's to your continued success on future marketing endeavors.

Sincerely,



Deborah Malone
Associate Publisher



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Editor

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