



ALI BABA BRINGS FOOTY FANS CLOSE TO THE ACTION STATE OF ORIGIN TRIP FOR 2 TO BE WON!

May 2008: Just when you thought Ali Baba K'Babs™ & Wraps couldn't get any better, the popular chain has announced an exciting new promotion that is sure to please footy fans Australia-wide.

Throughout May 2008, Ali Baba will pleasure customers with more than just their tasty kebabs by giving them the chance to win a trip for two to Game 2 of the State of Origin, taking place on June 11th 2008 at Suncorp Stadium in Brisbane. The prize includes flights, accommodation and all transfers.

The national promotion will run from May 1st and close on May 31st, 2008. To enter, simply pick up a State of Origin loyalty card from your Ali Baba store and collect a stamp every time you purchase one of Ali Baba's mouth-watering K'Babs™, K'Baby™, Wraps or Grilled Bowls.

Once you've collected 3 stamps, simply fill in the details on the back of the card and place it in the ballot box found on the store counter. The lucky winner will be drawn Monday, 2nd June 2008.

Ali Baba K'Babs™ & Wraps now has close to 50 outlets nationally and serves wholesome, nutritious food to over 3 million customers each year. To find your nearest Ali Baba outlet and to learn what makes Ali Baba K'Babs™ & Wraps a taste sensation visit www.alibaba.com.au

For further information please contact:

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About Ali Baba

Established in 1979, the first Ali Baba dine-in and takeaway outlet opened in Woden, Canberra providing a high quality, unique taste experience in the relaxed atmosphere of the Mediterranean. Founded by brothers Mick and Karl Marjan, Ali Baba successfully franchised its model in 1991 and now has nearly 50 outlets across NSW, ACT, Victoria and QLD. Primary products sourced from local Australian farmers and growers are prepared at a state-of-the-art facility in NSW to strict HCAPP standards and continue to meet an increased demand for affordable, convenient whole foods that are high in nutritional value, low in fat and sugars. A 100% Australian owned and operated company, Ali Baba outlets serve over three million customers a year.