

# Heineken Holding N.V.

Heineken Holding N.V.  
registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that an interim dividend of €0.26 per ordinary share of €1.60 nominal value has been declared for the 2010 financial year.

The interim dividend, less 15% dividend withholding tax, will be made payable as of 3 September 2010 at The Royal Bank of Scotland N.V., Amsterdam.

The company's ordinary shares will be quoted ex-dividend on the stock exchange of Euronext Amsterdam as of 26 August 2010. The record date is 30 August 2010 after closing of the stock exchange.

Amsterdam, 25 August 2010