



Heineken brings Rugby World Cup 2007 finalists together for extra training

Amsterdam, 18 October 2007 - Former internationals Kyran Bracken (England) and Joel Stransky (South Africa) teamed-up to show who could draught the perfect beer after receiving a training session by a Heineken draught expert. A number of rugby greats will be serving draught beer at Heineken's hospitality area during Saturday's Rugby World Cup 2007 Final in Paris.

Heineken is the Official Beer of Rugby World Cup 2007 and holds Official Sponsor status.

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Editorial information:

- To download all images of Kyran Bracken and Joel Stransky please visit <http://www.heinekeninternational.com/pressreleasespage.aspx>
- To download the Heineken International press release "Heineken counts down to Rugby World Cup 2007 with 'Continental Shift' campaign " of 13 June, we invite you to visit http://www.heinekeninternational.com/heinekenpr_rwc2007campaign.aspx
- For more information on Heineken and Rugby World Cup 2007 please visit www.heineken.com/rwc2007

About Heineken:

The Heineken brand is sold in almost every country in the world. Additional information is available on www.heinekeninternational.com/presscentre.aspx and www.heineken.com.