

Heineken Experience to be renovated and expanded

Amsterdam, 19 October 2007 – The Heineken Experience, one of Amsterdam's most popular tourist attractions is to undergo a multi-million euro renovation, which will improve the visitor experience.

As a result, the venue - located in the former Heineken brewery in the city centre of the capital of the Netherlands - will be temporarily closed from 29 October 2007 to June 2008.

“In the past three years, the number of visitors to the Heineken Experience has grown enormously. In 2006, we welcomed over 350,000” says Hans Maris, Manager of the venue. “To keep up with the growing popularity of the Heineken Experience, and to communicate the Heineken brand values in a more contemporary way, we are going to create an enlarged, unique and highly interactive experience for our guests.”

New attractions will include a mini brewery, multi-media experiences, a tasting bar as well as a "stable walk", where visitors will be able to view Heineken's iconic Shire horses from nearby.

For this project, Heineken has contracted BRC Imagination Arts, which has worked for clients such as Disney, NASA, Universal Studios, and The Empire State Building.

The 140 year old former Heineken Brewery is a national monument and listed as European Industrial Heritage. The Heineken Experience, which opened in 2001, offers its visitors a unique experience. During an interactive tour, visitors are introduced to the World of Heineken. They get a chance to experience the brewing process and to enjoy a Heineken, the world's most international beer!

About Heineken

For more info on:

- The Heineken Experience please visit <http://www.heinekenexperience.com/>
- The Heineken brand please visit <http://www.heineken.com/>
- The Heineken Group please visit <http://www.heinekeninternational.com/>

About BRC

BRC is a global leader in the design, creation and production of innovative and immersive experience-based attractions for museums and corporate branding. For more information please visit <http://www.brcweb.com/>

Press Enquiries

Vivi Hollertt

+31 (0)20-5239355

vivi.hollertt@heineken.com