

Heineken N.V. issues EUR400 million 7-year Notes

Amsterdam, 1 October 2009 - Heineken N.V. announced today that it has successfully placed 7-year Euro Notes for a principal amount of EUR400 million with a coupon of 4.625%. Through this transaction, Heineken has taken advantage of strong credit market conditions and has improved further its debt maturity profile at attractive rates.

These Notes have been issued under the company's European Medium Term Note Programme and will be listed on the Luxembourg Stock Exchange.

The proceeds of the offering will be used to partially refinance existing debt and for general corporate purposes. The Notes were placed by Bank of America Merrill Lynch, Barclays Capital, Fortis Bank Nederland and ING Bank.

Editorial information:

Heineken N.V. is one of the world's great brewers and is committed to growth and remaining independent. The brand that bears the founder's family name - Heineken - is available in almost every country on the globe and is the world's most valuable international premium beer brand. The company's aim is to be a leading brewer in each of the markets in which we operate and to have the world's most prominent brand portfolio. In 2008, the Company operated 125 breweries in more than 70 countries and sold 162 million hectolitres of beer. Heineken is Europe's largest brewer and the world's third largest by volume. Heineken is committed to the responsible marketing and consumption of its more than 200 international premium, regional, local and specialty beers and ciders. These include Amstel, Birra Moretti, Cruzcampo, Foster's, Maes, Murphy's, Newcastle Brown Ale, Ochota, Primus, Sagres, Star, Strongbow, Tiger and Zywiec. In 2008, revenue totalled EUR 14.3 billion and Net Profit before exceptional items and amortisation was EUR 1.0 billion. In 2008, the average number of people employed was 56,208. Heineken N.V. and Heineken Holding N.V. shares are listed on the Amsterdam stock exchange. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA:NA and HEIO:NA and on the Reuter Equities 2000 Service under HEIN.AS and HEIO.AS. Additional information is available on Heineken's home page: <http://www.heinekeninternational.com>.

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