

HEINEKEN HOLDING N.V.

registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice of the decision to distribute an interim dividend of €0.16 per ordinary share of €1.60 nominal value for the financial year 2006.

The interim dividend, less 25% dividend withholding tax, will be made payable as of 20 September 2006 at ABN AMRO Bank N.V., Amsterdam.

The company's ordinary shares will be quoted ex-dividend on the stock exchange of Euronext Amsterdam on 7 September 2006.

Amsterdam, 6 September 2006