

**HEINEKEN ANNOUNCES GLOBAL PARTNERSHIP WITH FACEBOOK**

**Amsterdam, 7 December 2011** – HEINEKEN and Facebook today announced a global partnership, which will see the two companies collaborate on digital campaigns for HEINEKEN’s brands around the world. The new partnership further strengthens HEINEKEN’s leadership position in the digital space. The Heineken® Facebook fan page is already the largest for any beer brand with over 4.6 million adult users. Two of the company’s other leading brands, Kingfisher® and Dos Equis®, are also in the top seven beer brands with the greatest number of Facebook fans.

The partnership demonstrates HEINEKEN’s on-going commitment to place its brands at the forefront of innovation and marketing excellence in the digital space through the creation of engaging and compelling content, designed for adult consumers. HEINEKEN is committed to avoid underage exposure to alcohol and beer marketing. All content posted by the company’s brands on Facebook is in line with the advertising codes and guidelines which govern the communication of alcohol products.

Through this agreement, Facebook will provide HEINEKEN with a global marketing platform that reaches millions of people as well as access to Facebook’s deep expertise in building long-term relationships between brands and their audiences. The collaboration also provides HEINEKEN with access to Facebook’s latest products.

Alexis Nasard, Chief Commercial Officer at HEINEKEN said: “As our adult consumers are increasingly spending more time on digital space and social media, it is important that our brands are active in this environment. Our partnership with Facebook is another significant development in our communication strategy as we continue to look for innovative ways for our brands to ignite the digital conversation and connect with our consumers.”

“Brands rely on Facebook to build essential connections with people and their friends,” said Joanna Shields, Vice President & Managing Director EMEA for Facebook. “Heineken has always been a true innovator when it comes to giving their brands an authentic voice, and together with Facebook they can now extend that human touch to 800 million people around the world.”

Heineken’s® Facebook fan page has enabled the company to deepen its engagement with over 4.6 million adult users. Facebook provides a unique platform to share the brand’s creative award winning campaigns ‘The Entrance’ and ‘The Date’, and engage through its global sports sponsorship platforms – UEFA Champions League and the 2011 Rugby World Cup.

**END**

# MEDIA RELEASE

## **Notes to editors**

### **About Heineken**

The Heineken brand bearing the founder's family name – Heineken – is available in almost every country around the globe, and it is the world's most valuable international premium beer brand. Additional information is available on [www.heineken.com](http://www.heineken.com) and on [www.heinekeninternational.com/presscentre](http://www.heinekeninternational.com/presscentre)

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