

Heineken Holding N.V.

Heineken Holding N.V.
registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that an interim dividend of €0.24 per ordinary share of €1.60 nominal value has been declared for the 2007 financial year.

The interim dividend, less 15% dividend withholding tax, will be made payable as of 20 September 2007 at ABN AMRO Bank N.V., Amsterdam.

The company's ordinary shares will be quoted ex-dividend on the stock exchange of Euronext Amsterdam as of 30 August 2007. The record date is 3 September 2007 after closing of the stock exchange of Euronext Amsterdam.

Amsterdam, 29 August 2007