

HEINEKEN HOLDING N.V.
registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that a dividend of €0.62 per ordinary share of €1.60 nominal value has been declared for the 2008 financial year. The interim dividend of €0.28 already made payable on 3 September 2008 will be deducted from this. The final dividend per ordinary share is therefore €0.34.

The final dividend, less 15% dividend withholding tax, will be made payable as of 4 May 2009 at ABN AMRO Bank N.V., acting under the name RBS, Amsterdam. The company's ordinary shares will be quoted ex-dividend on the stock exchange of Euronext Amsterdam as of 27 April 2009. The record date is 29 April 2009 after closing of the stock exchange.

Amsterdam, 24 April 2009