

Heineken announces departure of Group Commerce Director

Amsterdam, 25 June 2007 - Heineken N.V. today announced that Peter van Campen, Group Commerce Director will leave the business in order to pursue other career opportunities and interests.

Mr. van Campen will leave on July 1, 2007 and a successor will be named shortly.

Commenting on the departure, Jean-François van Boxmeer, Heineken N.V. CEO said, "I would like to thank Peter for the significant contribution he has made to our business over the last 15 years, in particular, for the important role he has played in professionalising our commercial approach and building a strong platform for growth of the Heineken brand. However, given some differing views that we both acknowledge, we have mutually agreed to part company. Peter leaves with our thanks and sincere best wishes for his next career step."

Peter van Campen said "Heineken has been my real passion for 15 years where I have enjoyed a great career but I see this as the right moment to pursue new opportunities."

Mr. van Campen joined Heineken in 1992 and worked in the Dutch and Thai operating companies before moving to Head Office in Amsterdam as Director Commercial Excellence in 2003. He was appointed Group Commerce Director and a member of the Heineken N.V. Executive Committee in October 2005.

Editorial information:

Heineken N.V. is the most international brewer in the world. The Heineken brand is sold in almost every country in the world and the company owns over 115 breweries in more than 65 countries. With a Group beer volume of 132 million hectolitres Heineken ranks fourth in the world beer market by volume. Heineken strives for an excellent sustainable financial performance through marketing a portfolio of strong local and international brands with the emphasis on the Heineken brand, through a carefully selected combination of broad and segment leadership positions and through a continuous focus on cost control. In 2006, revenues amounted to €12 billion and net profit before exceptional items and amortisation of brands amounted to €930 million. Heineken employs over 57,500 people. 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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