

Heineken USA announces new President and CEO

Amsterdam, 21 September 2007 - Heineken N.V. today announced that Don Blaustein will be appointed President and CEO, Heineken USA effective October 5th. This appointment follows the decision of Andy Thomas, currently President and CEO of Heineken USA to leave the business effective October 5th, 2007.

Don Blaustein is currently Senior Vice President of Sales with Heineken USA.

Commenting on the change, Massimo von Wunster, Regional President Heineken Americas said: "Andy's decision was clearly not easy, but we both agree it is the right one. Over 12 years with Heineken, Andy has made a valuable contribution in each of his roles. In his most recent two years with Heineken USA, his leadership of the Heineken Premium Light launch and the negotiation of the ten-year agreement with FEMSA are important milestones for the business. He leaves Heineken USA performing strongly and with a great platform for future growth.

"I am delighted that Don Blaustein has accepted the role of President and CEO, Heineken USA. Don has extensive experience of leading and building successful beer businesses both in the Americas and internationally. Since joining Heineken USA two years ago, Don has had a considerable impact on performance and his experience and knowledge will be invaluable as Heineken USA continues to grow."

Andy Thomas commented: "This decision has been difficult for me. However, it has gradually become apparent that the company and I do not share exactly the same perspectives on the business. We have therefore mutually and amicably concluded that this is the best way forward. I know that Heineken USA will continue to enjoy success and I look forward to starting a new stage in my career."

Don Blaustein said, "It will be a genuine privilege to lead the Heineken USA organisation. We have a great team, strong plans and the right strategy. When you combine this with the strength of our brand portfolio and our positive partnership with FEMSA, I believe we are well on the way to unlocking the true potential of our business. I look forward to continuing to build on the Heineken USA success story."

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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DON J. BLAUSTEIN
Senior Vice President, Sales
Heineken USA



Don J. Blaustein was appointed Senior Vice President of Sales for Heineken USA, America's premier beer importer, in March 2005. Heineken USA Inc. (HUSA) is a subsidiary of Heineken International (Netherlands), the world's most international brewer.

In his role as the chief sales executive for Heineken USA and a member of the company's senior management team, Mr. Blaustein is responsible for increasing and maximizing profitable depletions and distribution goals of Heineken USA and its affiliates brands through management of its more than 250-member sales force, its partners in Canada and its distributor network in support of HUSA's short- and long-term goals.

Prior to joining Heineken USA, Mr. Blaustein was the Vice President, Global Sales for Molson Inc. At Molson, Mr. Blaustein expanded the international export presence of Molson's brand portfolio, including the successful launch of Molson brands in the United Kingdom, Australia and New Zealand.

Mr. Blaustein spent 16 years at Diageo/Guinness LTD. He held a number of positions including: Managing Director of Guinness Australasia; President, Guinness Caribbean & Latin American Region; President, Guinness Canada; Vice President, Sales & Marketing; Vice President Marketing; and Group Marketing Manager.

Mr Blaustein was actively involved in the development of Euphoria Water Company, a company grounded in the principle of social responsibility and committed to donating a minimum of 20 percent of its profits to charity. It is the only bottled water in the country to have exclusive co-branding rights with major national charities, specifically March of Dimes, City of Hope, and the Make-A-Wish Foundation.

Mr. Blaustein is a graduate of Washington University (St. Louis). He received his MBA in marketing and finance from the J.L. Kellogg Graduate School of Management, Northwestern University. He started his career in the beverage industry at Kraft/General Foods Corporation. He is married to noted art historian Roni Feinstein, and has two children.