

Heineken partners with Air France and KLM

Amsterdam, 12 December 2007 - Heineken announced today a three-year marketing partnership with Air France and KLM. The company also announced that Heineken beer is the only beer to be served on board flights operated by KLM and the majority of Air France flights. Heineken beer will also be available in most of the airlines' lounges.

Greg Graves, Managing Director, Heineken International Duty Free & Travel Retail, comments: "Heineken is very happy to extend its relationship with both Air France and KLM and in doing so, extends its visibility to the 73.5 million Air France and KLM annual passengers. Heineken has already been the proud beer supplier for KLM for the past 88 years".

The partnership with Air France and KLM is a natural extension of the strategy to reinforce the brand's position as the world's most international premium beer brand.

As agreed by the parties, financial figures for the contracts will not be disclosed.

About Heineken

The Heineken brand is sold in almost every country in the world. Additional information is available on <http://www.heineken.com/> and <http://www.heinekeninternational.com/>. Press enquiries.

Press enquiries

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