



Heineken on tour with the UEFA Champions League Trophy

Amsterdam, 12 February 2008 - Heineken will once again go on tour with the celebrated Trophy of the most popular club football competition in the world: the UEFA Champions League.

The Tour will visit Latin America to give football fans the rare chance to be one-on-one with the famous Trophy, 'La Orejona'. Starting on February 15 in Sao Paulo, Brazil, the Trophy will pass through the cities of Rio de Janeiro (Brazil), Buenos Aires (Argentina), Santiago (Chile), Mexico City and Monterrey (Mexico) in the months of February, March and April 2008.

Stefan Orłowski, Director Group Commerce of Heineken N.V. commented: "Heineken sponsors the UEFA Champions League for the third consecutive year. We want to share this unique and memorable experience with fans all over the world, and what better way than to be seen and be up close to the prestigious Trophy itself. Heineken is proud to be the only UEFA Champions League partner that can tour the Trophy outside Europe and into Latin America."

Last season Heineken took the UEFA Champions League Trophy to Asia for a tour to fans in Tokyo, Jakarta, Hong Kong, Kuala Lumpur, Pattaya and Bangkok.

The core focus of Heineken's activation of the sponsorship is to bring fans in Europe and abroad high quality UEFA Champions League experiences. The UEFA Champions League is the most prestigious club platform for international football stars and their clubs. With over 150 million TV viewers watching live coverage of the UEFA Champions League in 230 countries and territories every match week, this premier sporting event has become global and fits perfectly with the Heineken brand, which is enjoyed in almost every country in the world. The UEFA Champions League has become increasingly popular outside of Europe, particularly in the Latin America and Asia Pacific regions.

Editorial information:

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/>.

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