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Recommended cash offer for Scottish & Newcastle plc by Sunrise Acquisitions Limited (a company jointly owned by Carlsberg and Heineken) - Scheme of arrangement becomes effective

Amsterdam, 28 April 2008 – Heineken N.V. and Carlsberg A/S note that the Scheme of Arrangement to effect the acquisition of Scottish & Newcastle plc (“S&N”) by Sunrise Acquisitions Limited (“BidCo”) has now become effective in accordance with its terms.

Consideration due to S&N shareholders will be despatched by cheques or the issue of loan notes or settled through CREST, as appropriate, by 12 May 2008.

Commenting on the closure of the transaction, Jean-François van Boxmeer, Chairman of the Executive Board and CEO of Heineken N.V., said:

"This is the start of an exciting new era for Heineken. We will now accelerate the process of uniting people, brands and best practice from both Heineken and S&N to create a single, stronger, more competitive business focused on sustainable growth. With the combination of people, passion and brands from both Heineken and S&N, I believe we have everything we need to achieve this aim. To all our new colleagues, business partners and consumers I say welcome to Heineken and welcome to an exciting future together."

Commenting on the completion of the acquisition, Jorgen Buhl Rasmussen, President and CEO of Carlsberg A/S, said:

"This is one of the most important days in the history of the Carlsberg Group. With this acquisition we have taken a very important step up into a new league. Each of the acquired companies has a fantastic history and some remarkable brands which will become an important part of the Group's portfolio. We have created a new and stronger balance between mature and growing markets and we are exceptionally well positioned for profitable growth. Ahead of us now lies a lot of work with the integration and merger of existing and new businesses, but we are well prepared and look forward to welcoming all our new colleagues to the Carlsberg Group."

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Unless the context otherwise requires, terms defined in the Scheme Document dated 22 February 2008 have the same meaning in this announcement.

Credit Suisse, which is authorised and regulated in the United Kingdom by the Financial Services Authority, is acting exclusively for Heineken and BidCo and no-one else in connection with the Offer and will not be responsible to anyone other than Heineken or BidCo for providing the protections afforded to clients of Credit Suisse or for providing advice in relation to the Offer or to the matters referred to herein.

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 139 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 2007, revenue amounted to EUR12.6 billion and Net Profit before exceptional items and amortisation of brands amounted to EUR1.1 billion. Heineken employs 54,000 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/>.