

Heineken appoints Managing Director to lead UK business

Amsterdam, 29 April 2008 – Following the completion of its acquisition of Scottish & Newcastle, Heineken N.V. today began the integration process by announcing that Jeremy Blood has been appointed as Managing Director of its UK business. Jeremy will be based in Edinburgh, where Heineken has decided to locate its UK operating headquarters, and will report to Didier Debrosse, Heineken's Regional President of Western Europe.

Jeremy has been Managing Director of Scottish & Newcastle's UK business since December 2007. He joined S&N in 1988 as a graduate trainee and has worked in a variety of marketing and strategy positions in both the beer and pub retail divisions, including the role of Managing Director for S&N Pub Enterprises, the fast-growing leased pub business with over 2,000 pubs across the UK. From 2002 to 2005, he was Director of Corporate Affairs for Scottish & Newcastle plc, responsible for government, investor and media relations.

Heineken has also reappointed the existing managing directors of the businesses acquired from S&N in Belgium, Finland and Portugal. They are:

Marc Roubaud, General Manager of Alken-Maes (Belgium)

Yrjö Narhinen, General Manager of Oy Hartwall Ab (Finland)

Alberto da Ponte, Managing Director of Centralcer/Central de Cervejas S.A. (Portugal)

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>.

Press enquiries

Véronique Schyns

Tel: +31 (0)20 52 39 355

veronique.schyns@heineken.com

Investor and analyst enquiries

Jan van de Merbel

Tel: +31 (0)20 52 39 590

investors@heineken.com