



Heineken renews its sponsorship of the UEFA Champions League

Amsterdam, 19 May 2008 - Heineken today announced that it has renewed its contract with UEFA to sponsor the UEFA Champions League for a further 3 years. Heineken will remain one of the principal sponsors of the tournament through to the end of the 2011/12 season. As agreed by both parties, financial details regarding the sponsorship agreement will not be disclosed.

The Heineken brand has been associated with the world's most prestigious club tournament since the 2005/06 season. With over 140 million TV viewers watching live coverage of the UEFA Champions League in 230 countries and territories during every match week, this global sporting event is synonymous with the Heineken brand, which is enjoyed in virtually every country on the planet.

Stefan Orłowski, Group Commerce Director Heineken N.V. commented, "We are delighted to have extended the Heineken brand's sponsorship of the UEFA Champions League. With TV coverage around the world, the UEFA Champions League has become a truly global phenomenon. It is therefore a natural fit with the Heineken brand, the world's most international premium beer. The continuation of this partnership with UEFA will continue to drive equity in the Heineken brand and underlines our commitment to extend the brand's leadership position within the premium beer segment."

Heineken will also continue its strategy of bringing the UEFA Champions League closer to the fans. Over the last two seasons, Heineken has taken the famous UEFA Champions League Trophy on a tour of Latin America and Asia in order to give fans the extremely rare chance to be one-on-one with the famous sporting icon. This year over 350 prize winners will attend the UEFA Champions League Final in Moscow and more than 150 consumers will watch the Final in South Africa as part of the Heineken Star Final competition. Furthermore, the Heineken Back Stadium Pass will give a few lucky fans the opportunity to experience the warm-up pitch-side just before the game starts.

Heineken's sponsorship of the tournament further incorporates television break bumpers broadcast during UEFA Champions League matches, a range of on- and off-trade activities, branded merchandising, exciting promotions in media, brand pr activities, hospitality and the website www.championsplanet.com.

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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