

Heineken receives unconditional approval for B&C acquisition

Amsterdam, 3 October 2008 – Heineken N.V. today announced that it has received unconditional approval from the Irish Competition Authority in relation to the acquisition of Beamish & Crawford by Heineken.

This follows an extensive, in-depth review process conducted by the Irish Competition Authority over the last six months, during which time Heineken had no access to Beamish & Crawford.

Heineken welcomes this decision and will, immediately, engage with Beamish & Crawford to start the integration process in Ireland.

Press enquiries

Véronique Schyns
Tel: +31 20 5239 355
veronique.schyns@heineken.com

Investor and analyst enquiries

Jan van de Merbel
Tel: +31 20 5239 590
investors@heineken.com

Editorial information:

Heineken N.V. is the world's most international brewer. The brand that bears the founder's family name – Heineken – is enjoyed in almost every country on the planet and is the world's most valuable international premium beer brand. In 2007, the Company operated 119 breweries in more than 65 countries and sold 139 million hectolitres of beer, making it the largest brewer in Europe and the world's fourth largest by volume. Heineken is committed to the responsible marketing and consumption of more than 170 local and international brands. Through the strategic management of this portfolio, with the emphasis on the Heineken brand and a relentless focus on cost control, the company aims to deliver excellent, sustainable financial performance. In 2007, revenue totalled EUR11.2 billion and Net Profit before exceptional items and amortisation of brands was EUR1.1 billion. In 2007, the average number of people employed was 54,000. 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>.