



Heineken® tours the USA with the UEFA Champions League Trophy

Amsterdam, 10 February 2010– Heineken®, today announced it will give its US consumers their first-ever chance to see the coveted UEFA Champions League Trophy. Starting mid February in New York, the trophy will pass through the cities of Boston and Chicago and end up in Los Angeles in mid March, where US football fans will have the opportunity to spend a special moment with the famous Trophy.

After a successful tour in Africa last year, South America in 2008 and in Asia in 2007, Heineken and the revered UEFA Champions League Trophy will be touring the USA offering fans unique moments drawn by the history of the most prestigious club football competition in the world: the UEFA Champions League.

Hans Erik Tuijt, Heineken's Brand Activation Manager commented: "Heineken, as the most international premium beer brand, sponsors the UEFA Champions League for the fifth consecutive year. We want to share this unique and memorable experience with fans all over the world, and what better way than to be able to see and be close to the very esteemed Trophy itself. Heineken is very proud to be the only UEFA Champions League partner that can bring the Trophy outside Europe and into the USA for the first time."

Commenting on the rationale behind the Trophy Tour, David Taylor, CEO of UEFA Events S.A.'s, said: "The UEFA Champions League has a long and distinguished heritage and is the pinnacle of European club football. The Trophy itself represents the ultimate prize of the UEFA Champions League globally. We are happy that by taking the Trophy to the USA with Heineken, American soccer fans will have the chance to spend an unforgettable moment with the Trophy. The Trophy Tour with Heineken is a chance for us to give something back to all the fans in the USA."

The Tour: Dates, Legends and Prizes

During this season's knockout stages, football fans (21 and older), will have the opportunity to take photos with the Trophy, admire UEFA Champions League historical footage and memorabilia and to win tickets to see the most famous clubs and greatest players in the world competing at the UEFA Champions League Final 2010 in Madrid.

In each city, the trophy will be presented by UEFA Champions League Ambassadors, world-class football players and internationally renowned legends such as Zico, Eusébio, Bebeto, Steve McManaman, Edgar Davids, Michael Laudrup and Brian Laudrup who will team up to welcome fans and the media.



The schedule of UEFA Champions League Trophy presented by Heineken is:

February 13-17	New York City
February 20-23	Boston
February 26-March 3	Chicago
March 13-16	Los Angeles

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 220 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.

Editorial information:

The Heineken brand is sold in almost every country in the world. Additional information is available on www.heineken.com and www.heinekeninternational.com

Heineken brand in USA

Heineken USA Inc., the nation's premier beer importer, is a subsidiary of Heineken International BV, which is the world's most international brewer. Brands imported into the U.S. include: Heineken Lager, the world's most international beer brand; Heineken Light; Amstel Light, a leading imported light beer brand; Newcastle Brown Ale, the leading imported ale in the United States; and Buckler non-alcoholic brew. Heineken USA is also the exclusive USA importer for the Tecate, Tecate Light, Dos Equis, Sol, Carta Blanca and Bohemia brands from FEMSA Cerveza of Mexico.

Enjoy Heineken Responsibly

Heineken continues to integrate its responsible consumption program into all UEFA Champions League sponsorship activities. Every stadium hosting a UEFA Champions League match features "Enjoy Responsibly" on one of its three perimeter boards around the pitch, complementing the regular Heineken boarding. In addition, an Enjoy Heineken Responsibly 5-second match bumper broadcasts several times during UEFA Champions League matches with an estimated audience of 150 million viewers per match week.

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