

Heineken N.V. starts first phase of repurchasing shares in preparation for the acquisition of Femsal Cerveza

Amsterdam, 8 March 2010 – Heineken N.V. announces today that, in connection with the intended acquisition of FEMSA Cerveza that was announced on 11 January 2010, it will repurchase its own shares up to a maximum value of €100 million during the next three months. These shares are intended to be delivered to Fomento Económico Mexicano, S.A.B. de C.V. (“FEMSA”) under the terms of the Allotted Share Delivery Instrument (the “ASDI”) to be concluded between Heineken N.V. upon the completion of the acquisition of Femsal Cerveza.

The ASDI sets forth the terms under which Heineken N.V. will deliver approximately 29 million Allotted Shares to FEMSA in two instalments per year over a period of not more than five years. Heineken has the option to accelerate the delivery of the shares at its discretion.

For this first phase, Heineken has mandated a bank to repurchase Heineken N.V. shares in the open market on Heineken’s behalf, starting 8 March 2010 up to and including 8 June 2010, allowing the execution of share repurchases also during closed periods.

This phase will be executed in line with the authorisation given by the Annual General Meeting of Shareholders of 23 April 2009.

Heineken will regularly inform the market about the progress made in the execution of this programme.

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Editorial information:

Heineken N.V. is one of the world’s great brewers and is committed to growth and remaining independent. The brand that bears the founder’s family name - Heineken - is available in almost every country on the globe and is the world’s most valuable international premium beer brand. The company’s aim is to be a leading brewer in each of the markets in which we operate and to have the world’s most prominent brand portfolio. In 2009, the Company operated 125 breweries in more than 70 countries and sold 159 million hectolitres of beer. Heineken is Europe’s largest brewer and the world’s third largest by volume. Heineken is committed to the responsible marketing and consumption of its more than 200 international premium, regional, local and specialty beers and ciders. These include Amstel, Birra Moretti, Cruzcampo, Foster’s, Maes, Murphy’s, Newcastle Brown Ale, Ochota, Primus, Sagres, Star, Strongbow, Tiger and Zywiec. In 2009, revenue totalled €14.7 billion and Net Profit before exceptional items and amortisation was €1.0 billion. In 2009, the average number of people employed was 55,301. 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>.