

### Heineken starts new phase of share repurchasing programme

Amsterdam, 17 November 2010 – Heineken N.V. announced today that in connection with the acquisition of FEMSA Cerveza that was completed on 30 April 2010, it will begin the next phase of repurchasing its own shares up to a maximum value of €150 million. For this new phase, Heineken has mandated a bank to repurchase Heineken N.V. shares in the open market on the company's behalf, starting 18 November 2010 up to and including 16 June 2011, allowing the execution of the share repurchase to continue during closed periods.

These shares are intended to be delivered to Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") or a FEMSA group company under the terms of the Allotted Share Delivery Instrument (the "ASDI") concluded between Heineken N.V. and FEMSA.

The ASDI sets forth the terms under which Heineken N.V. will deliver approximately 29 million Allotted Heineken N.V. Shares to FEMSA. Until 12 November 2010 approximately 9.1 million shares were already repurchased of which 8.0 million shares were delivered to FEMSA. The remainder of 1.1 million shares will be delivered before the end of 2010.

The share repurchase programme is being executed in line with the authorisation given by the Annual General Meeting of Shareholders of 22 April 2010.

Heineken posts the progress made in the execution of the programme on its website [www.heinekeninternational.com](http://www.heinekeninternational.com) on a weekly basis.

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#### Editorial information:

Heineken 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 it operates and to have the world's most valuable brand portfolio. The Company operates 140 breweries in more than 70 countries and sold 165.7 million hectolitres of beer on a 2009 pro-forma basis. 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, Dos Equis, Foster's, Kingfisher, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, Tiger and Zywiec. On a 2009 pro-forma basis, including FEMSA Cerveza, revenue totalled €16.9 billion and EBIT (beia) was €2.3 billion.

The average number of people employed is more than 75,000. 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. Most recent information is available on Heineken's home page: <http://www.heinekeninternational.com>.