



Heineken bonds with CASINO ROYALE

Amsterdam, May 29th 2006

Heineken International today announced that it has partnered with EON Productions and Sony Pictures Entertainment to launch a world-wide promotional campaign for the 21st James Bond film, CASINO ROYALE.

The campaign will include a television commercial featuring Eva Green, who stars as Vesper Lynd in the film. The ad directed by Oscar winning director Steven Gaghan will be shot on the CASINO ROYALE set in the Czech Republic and will be broadcast in 30 and 45 second versions on TV and cinemas through-out November and December 2006.

The promotional campaign will also comprise on- and off-premise promotions, interactive and digital activities, radio promotions, consumer competitions and tie-ins with local Sony publicity and promotional events. The promotional campaign will be activated in approximately 40 countries worldwide. Heineken beer will also feature in scenes from the movie.

Peter van Campen Director Group Commerce, Heineken International said of the partnership, "we are very excited to continue our long-standing relationship with the Bond franchise, which is the longest and most successful film franchise in history. The global promotional campaign for CASINO ROYALE, will be activated in our key markets and is a core activity in our plans to accelerate Heineken brand equity and growth."

Eva Green star of CASINO ROYALE, said of the campaign, "I'm delighted to be promoting CASINO ROYALE in association with Heineken. Heineken continues to be a highly innovative partner in its support of film-making."

CASINO ROYALE is scheduled for international release on 17th November and introduces Daniel Craig as the new James Bond.

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Please visit

<http://www.sonypictures.com/movies/casinoroyale/>

Notes to Editors

With CASINO ROYALE, Heineken continues its well established association with high-impact international blockbusters which have a natural fit with the brand. These global associations allow Heineken to create aspirational experiences for its adult consumers and further position its premium brand credentials worldwide. Heineken has activated highly successful promotional campaigns around three previous James Bond films; Die Another Day, The World is Not Enough and Tomorrow Never Dies.

EON Productions

Eon Productions/Danjaq, LLC, is owned by the Broccoli family and has produced twenty James Bond films since 1962, including Die Another Day. The Bond films, produced by Michael G. Wilson and Barbara Broccoli, make up the most successful franchise in film history and include the recent blockbuster films GoldenEye, Tomorrow Never Die, The World Is Not Enough and Die Another Day. Eon Productions and Danjaq, LLC, are affiliate companies and control all worldwide merchandising of the James Bond franchise.

About Columbia Pictures

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

About Metro-Goldwyn-Mayer Inc.

Metro-Goldwyn-Mayer Inc. is an independent, privately-held motion picture, television, home video, and theatrical production and distribution company. The company owns the world's largest library of modern films, comprising approximately 4,000 titles, and over 10,400 episodes of television programming. Its film library has received 208 Academy Awards®, one of the largest award-winning collections in the world, and includes numerous successful film franchises, including James Bond, Pink Panther and Rocky. MGM is owned by an investor consortium comprised of Sony Corporation of America, Providence Equity Partners, Texas Pacific Group, Comcast Corporation and DLJ Merchant Banking Partners. For more information, visit www.mgm.com.