



Heineken's presence in Casino Royale extends to the Global Premiere

London, 14 November 2006 – Charlene de Carvalho-Heineken and Michel de Carvalho were pictured at the Global Premier of the latest James Bond movie, Casino Royale, in London's Leicester Square tonight.

As a global partner to the Casino Royale film, the world's most international beer – Heineken – was featured in the film, aligning with the film's storyline.

In addition, Eva Green plays her on screen character from the film – Vesper Lynd – in the global advertising campaign launched by Heineken to promote its partnership, in 55 countries spanning five continents.

Heineken's partnership with Casino Royale will continue at premiere events in Amsterdam, Madrid, New York, Moscow, Cape Town and Sydney.

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Editorial information:

- To download photographs of Charlene de Carvalho-Heineken and Michel de Carvalho at the global premier of Casino Royale please visit www.heinekeninternational.com/press/mediakit/casinoroyale
- To download stills of the Heineken Casino Royale ad and images of Eva Green at the Heineken Commercial set visit www.heinekeninternational.com/press/mediakit
- To download the Heineken International press releases "[Heineken launches global Casino Royale advertising campaign](#)" of 28 October and "Heineken Bonds with Casino Royale" of 29 May 2006, we invite you to visit www.heinekeninternational.com/press/pressreleases

About Heineken International

The Heineken company is the most international brewer in the world. The Heineken brand is sold in almost every country in the world and the company owns over 115 breweries in more than 65 countries. With a Group beer volume of 119 million hectolitres Heineken ranks fourth in the world beer market by volume. Heineken strives for an excellent sustainable financial performance through marketing a portfolio of strong local and international brands with the emphasis on the Heineken brand, through a carefully selected combination of broad and segment leadership positions and through a continuous focus on cost control. Additional information is available on <http://www.heinekeninternational.com>.

About Casino Royale

In Casino Royale, Daniel Craig stars as "007" James Bond, the smoothest, sexiest, most lethal agent on Her Majesty's Secret Service in Casino Royale. Based on the first Bond book written by Ian Fleming, the story recounts the making of the world's greatest secret agent. Martin Campbell is directing the 21st adventure in the 44-year-old franchise, from a screenplay by Neal Purvis & Robert Wade and Paul Haggis.

James Bond's first "007" mission leads him to Le Chiffre (Mads Mikkelsen), banker to the world's terrorists. In order to stop him, and bring down the terrorist network, Bond must beat Le Chiffre in a high-stakes poker game at Casino Royale. Bond is initially annoyed when a beautiful British Treasury official, Vesper Lynd (Eva Green) is assigned to deliver his stake for the game and watch over the government's money. But, as Bond and Vesper survive a series of lethal attacks by Le Chiffre and his henchmen, a mutual attraction develops leading them both into further danger and events that will shape Bond's life forever.

About 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.