



Heineken launches global Casino Royale advertising campaign

Amsterdam, 28 October 2006 - Heineken International today announced the launch of its global advertising campaign, starring Eva Green as Vesper Lynd in the new James Bond film Casino Royale, which has its worldwide premiere in London on November 14th.

The campaign features the commercial, titled 'Waiter', for TV, internet and cinema, now showing on www.heineken.com/casinoroyale. Additionally, Eva Green features in print and outdoor advertising, consumer competitions to win exclusive James Bond prizes, merchandise and on- and off premise promotions. The campaign is activated by Heineken in over 40 markets from October through February 2007.

Heineken is the first in the history of James Bond to shoot its commercial using the actual Bond film set. It is also the only time that lead Bond actors feature in a brand advertising campaign linked to Casino Royale. In addition to the appearance of Eva Green, in character and costume as Vesper Lynd, the original Bond themed music is featured in the Heineken commercial.

The commercial has all the ingredients of a Bond film – sophistication, suspense and action, with a twist of humour. The plot shows James Bond's co-star Vesper Lynd entering Hotel Splendide to rendezvous with Bond in his room. In Casino Royale, Vesper is sent by 'M' to keep a watchful eye on Bond. In the Heineken ad, Vesper's mission continues. As she strides across the lobby, she observes some suspicious activity. In the end, Vesper gets her Heineken.

Peter van Campen, Director Group Commerce, Heineken International said, "Partnerships with the international film industry are an important part of our global marketing strategy to further increase the premium Heineken brand equity and accelerate the growth of the brand, which is available in almost every country in the world. Through experiencing the World of Bond, both on and off screen, Heineken connects with its urban young adult consumers worldwide and drives desirability and demand for the brand."

Christopher Carroll, Heineken's global marketing manager and responsible for film partnerships said, "This campaign is truly original due to our partnership with Eon and Columbia Pictures, commitment of James Bond talent and the on-location filming. Heineken worked closely with the director Stephen Gaghan and the Casino Royale make-up artists, stylists, costume department and production, to ensure the campaign remained true and authentic to the Casino Royale film and the world of James Bond."

Press enquiries

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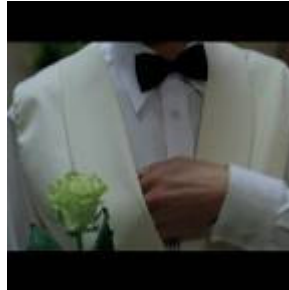
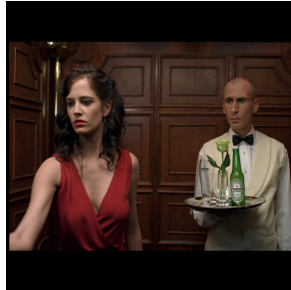
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Editorial information

- To download stills of the ad, images of Eva Green at the Heineken Commercial set and the Heineken Casino Royale logo visit www.heinekeninternational.com/press/mediakit
- To download the Heineken International press release of 29 May 2006 “Heineken Bonds with Casino Royale” visit www.heinekeninternational.com/press/pressreleases
- The Heineken Casino Royale commercial is directed by Oscar and multi-award winning director and screenplay writer Stephen Gaghan.
- Heineken beer will feature in Casino Royale.
- Casino Royale is scheduled for international release on 17th November 2006.

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