



Heineken International appoints The Red Brick Road as new leading advertising agency

Amsterdam, 7 July 2006 – Heineken International announced today that The Red Brick Road based in London will become the leading agency to develop the communications strategy and key advertising for the Heineken brand worldwide.

The advertising budget will not be disclosed.

Peter van Campen, Director Group Commerce of Heineken N.V. commented:

“The Red Brick Road has proven to be the best partner for us as leading global agency because of their excellent communication strategy skills and creative ideas. We are confident that we will further strengthen our Heineken brand communications with The Red Brick Road, which plays an important role to further build the leading position of the Heineken brand in the premium segment worldwide.”

Heineken is official sponsor of the UEFA Champions League, the Rugby World Cup in 2007 and a preferred partner of Casino Royal, the new James Bond film.

Editorial information

The Heineken brand is sold in almost every country in the world. Additional information is available on <http://www.heineken.com> and <http://www.heinekeninternational.com>.

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