



Heineken reaffirms commitment to Rugby World Cup

Amsterdam, April 12 2006

Heineken International today announced that it has renewed its contract with Rugby World Cup Ltd to sponsor the tournament in France in 2007.

Heineken will once again be the Official Beer of Rugby World Cup and hold Official Sponsor status. Details of the contract will not be disclosed.

"We are delighted to have extended our sponsorship of the Rugby World Cup. The Heineken brand is enjoyed in almost every country through-out the world. As such Heineken is the perfect partner for rugby's premier global tournament, which has been the world's fastest growing sporting occasion in the last decade in terms of broadcast reach and live spectators," commented Freek de Wette International Sport Sponsorship Manager, Heineken International.

The Rugby World Cup is viewed by over 3.5 billion people across 209 countries. In terms of reach, more than 30% of Heineken's global volume is consumed in the major rugby playing nations.

The announcement reinforces Heineken's long-standing involvement in the tournament which stretches back to the Rugby World Cup 1995 in South Africa. More recently Heineken was a Worldwide Partner to the Rugby World Cup 2003 in Australia.

In addition to the sponsorship of the Rugby World Cup, Heineken is a committed partner to Europe's premier club rugby tournament, the Heineken Cup. The partnership has spanned ten successful years and was renewed in 2005 for a further 4 seasons.

Heineken's partnership with the Rugby World Cup 2007 will be activated worldwide with a focus on the major rugby playing nations of Ireland, UK, France, Australia, New Zealand and South Africa. The fully integrated campaign will comprise a range of activities including TV and print ads, on and off premise promotions, internet activity, promotional packaging and PR. The campaign will aim to create a unique atmosphere around the tournament and bring enjoyment to Heineken rugby fans around the world.

Editorial information

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

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