

**Heineken confirms implementation of new management structure
Jean-François van Boxmeer takes over as Chairman Executive Board and CEO**

Amsterdam, 30 September 2005 - Heineken N.V. today confirmed that the new management structure announced on 12 April 2005 has now been implemented.

From the 1st of October 2005, Jean-François van Boxmeer becomes Chairman Executive Board and Chief Executive Officer and is joined by René Hooft Graafland as member Executive Board and Chief Financial Officer and Marc Bolland as member Executive Board and Chief Operating Officer.

The new 13-member Executive Committee comprises:

Name	Position
Jean-François van Boxmeer	Chairman Executive Board / CEO
René Hooft Graafland	Member Executive Board / CFO
Marc Bolland	Member Executive Board / COO
Didier Debrosse	President Western Europe
Nico Nusmeier	President Central and Eastern Europe
Massimo von Wunster	President Americas
Tom de Man	President Africa and Middle East
Siep Hiemstra	President Asia-Pacific
Frans van der Minne	Group Human Resources Director
Marc Gross	Group Supply Chain Director
Floris van Woerkom	Group Control and Accounting Director
Peter van Campen	Group Commerce Director
Sean O'Neill	Group Corporate Relations Director

Biographies, photographs and the organizational chart of the complete management structure are available on <http://www.heinekeninternational.com/>

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