



FOR GENERAL RELEASE TO THE PUBLIC
JANUARY 24TH, 2005



EFES BREWERIES INTERNATIONAL N.V.

LICENSED BREWING OF ZLATOPRAMEN IN THE RUSSIAN FEDERATION

Efes Breweries International N.V. ("EBI" or "the Company") today announced that its operating subsidiary in the Russian Federation, Moscow Efes Brewery, has commenced the licensed brewing of the Czech brand "Zlatopramen" for the Russian beer market.

"Zlatopramen" is the fifth best selling beer brand in Czech Republic where per capita beer consumption is the highest in the world. Moscow Efes Brewery has signed a license agreement with the Czech Drinks Union to brew and sell "Zlatopramen" as a licensed premium brand in the Russian Federation beer market.

EBI, whose GDRs are listed on the London Stock Exchange, is a leading brewing group in the countries in which it operates across the Commonwealth of Independent States ("CIS"), Eastern Europe and the Balkans, with a strong presence in Russia. The Company is one of the major brewers in the region with total annual production capacity of around 11 million hectolitres and a malt production capacity of 50,000 tonnes.

Overview of EBI

EBI is a leading brewing group in the countries in which it operates, across the CIS, Eastern Europe and the Balkans. Currently EBI operates in the Republic of Kazakhstan, Moldova, Romania, Russia, and Serbia and Montenegro, where the Company has nine breweries, and markets and sells beer products through the Company's five directly-owned operating subsidiaries and the Company's newly acquired second brewery in Serbia. The product portfolio of EBI consists mainly of local premium and local mid-priced beer brands, many of which hold leading positions in their respective market segments, and the *Efes Pilsener* international brand. EBI has recently acquired a second brewery in Serbia making it the third largest brewer in the market.

EBI, incorporated in the Netherlands, is owned 70.2% by Anadolu Efes Biracilik ve Malt Sanayii Anonim Şirketi ("Anadolu Efes"), the leading brewer in Turkey. Anadolu Efes, together with its direct and indirect subsidiaries and affiliates (collectively with Anadolu Efes, "Efes Beverage Group"), produces and markets beer, bottled water, malt and soft drinks across Turkey, Eastern Europe, the Balkans and the CIS. All brewing operations of Efes Beverage Group outside of Turkey are conducted by EBI.

The Company completed a successful listing of GDRs on the London Stock Exchange in October 2004 and currently is a publicly traded company (IOB: EBID).

EBI's current long-term strategic goal is to be one of the leading brewers in the region extending from the Adriatic Sea to the borders of the People's Republic of China.

A copy of this press release can be accessed at www.efesholland.nl.



FOR GENERAL RELEASE TO THE PUBLIC
JANUARY 24TH, 2005



Enquiries to:

EBI

Muhtar Kent, Chief Executive Officer, EBI +90 216 586 8011

*Hurşit Zorlu, Member of the Board of
Management (EBI)* +90 216 586 8032

*Demir Şarman, Chief Financial Officer
(EBI)* +90 216 586 8040 (Istanbul) /
+31 20 575 2292 (Amsterdam)

*Orhun Köstem, Corporate Finance and
Investor Relations (Efes Beverage Group)* +90 216 586 8038