



FOR GENERAL RELEASE TO THE PUBLIC
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EFES BREWERIES INTERNATIONAL N.V.

CHAIRMAN OF THE BOARD OF MANAGEMENT CHANGES

Efes Breweries International N.V. ("EBI" or "the Company") today announced that Mr. Muhtar Kent who has been the President & CEO of Anadolu Efes Biracılık ve Malt Sanayii A.Ş. (Anadolu Efes) / Efes Beverage Group since 1999 and the Chairman of the Board of Management of EBI since 2003 has elected to leave his current duties effective May 1st, 2005.

Also effective May 1st, 2005, Mr. Kent will join The Coca-Cola Company as President of the North Asia, Middle East and Eurasia Group which will include Japan, China, Turkey, Middle East and non-EU European countries.

A successor for Mr. Kent will be announced in the coming days.

Overview of EBI

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.

EBI, incorporated in the Netherlands, is owned 70.2% by Anadolu Efes Biracılık 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.

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