



FOR GENERAL RELEASE TO THE PUBLIC
DECEMBER 27TH, 2006



EFES BREWERIES INTERNATIONAL N.V.

LICENCE AGREEMENT TO INTRODUCE MEXICAN “SOL” TO RUSSIAN BEER MARKET

Efes Breweries International (“EBI”) today announced that its operating subsidiary in Russia, Moscow Efes Brewery (“MEB”), will start the production of the famous Mexican beer SOL under license in Russia based on an agreement between MEB and FEMSA Cerveza – beer division of Femsa Holding.

SOL is currently being exported to over a hundred international markets, however it will be the first Mexican beer to be produced in Russia under license.

Under the licence agreement MEB will initially produce SOL in 0, 33l transparent bottles with a twist-off cap while the half liter bottle production will be brought in-line later. The new product will be launched at the beginning of 2007.

“We capitalize in being available in all the beer segments in Russia, with the widest range of products in the premium segment, the fastest growing segment in the Russian beer market” said Mr. Ahmet Boyacıoğlu, CEO of EBI. “We are pleased to having solidified our brand portfolio with the exquisite Mexican brand, SOL.”

“SOL is a truly anticipated newcomer to the Russian market” notes Mr. Tugrul Agirbas Managing Director of MEB, “we are proud to pioneer production of the Mexican beer in the country in cooperation with FEMSA - one of the biggest beverage producers in Latin America. We will try our utmost to make the Mexican Sun shine across Russia”.

“We see a big potential for the brand in the Russian beer market”, - adds Mr. Arturo Astaburuaga, Managing Director of Operations at FEMSA Cerveza – “in fact, it is one of our first licensed agreements in addition to the one in Brazil and Efes wasn’t a casual choice for a partner in Russia as it’s one of the fastest growing players in the Russian beer market”.

About EBI

EBI, listed in the London Stock Exchange (IOB: EBID), has a strong presence in the countries in which it operates, across the CIS, Eastern Europe and the Balkans. Currently EBI operates in Russia, Kazakhstan, Moldova and Serbia, where the Company has ten breweries with a total annual brewing capacity of 23.0 million hectolitres as well as four malteries with 139,000 tons annual capacity.

The product portfolio of EBI consists of premium, mainstream and economy brands. EBI seeks to have a brand portfolio that provides an effective coverage of the beer segment spectrum with its brands marketed across all profitably growing segments. EBI’s current long-term strategic goal is to become one of the worldwide leading beer systems with core strengths generated in Eurasia, which defines the current operating territory of EBI.



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EBI is a majority owned subsidiary of Anadolu Efes Biracılık ve Malt Sanayii A.Ş. ("Anadolu Efes"), the leading beverage company in Turkey. Anadolu Efes, together with its direct and indirect subsidiaries and affiliates, produces, markets and sells beer, malt, soft drinks and bottled water across Turkey, Southeast Europe, Russia, the CIS countries and the Middle East.

A copy of this press release can be accessed at www.efesinternational.com.

About FEMSA

FEMSA is the largest integrated beverage company in Latin America serving more than 180 million consumers. Founded in 1890 in Monterey, Mexico, FEMSA is comprised of three complementary business units: Femsal Cerveza, Coca-Cola Femsal and Femsal Comercio.

In 2005 the company reported revenues of US\$ 9, 8 bln with overall headcount exceeding 90'000 employees.

FEMSA actively operates in nine Latin American countries and exports its products to selected European and Asian countries. FEMSA sells its products through well-known brands such as SOL, Carta Blanca, Tecate, Dos Equis and others.

Enquiries to:

*Demir Şarman, Chief Financial
Officer (EBI)*

Tel: +31 20 575 2292 (Amsterdam)

E-mail: demir.sarman@efespilsen.com.tr

*Orhun Köstem, Director, Corporate
Finance and Investor Relations
(Efes Beverage Group)*

Tel: +90 216 586 8038

E-mail: orhun.kostem@efespilsen.com.tr