



FOR GENERAL RELEASE TO THE PUBLIC
JANUARY 9TH, 2007



EFES BREWERIES INTERNATIONAL N.V.

CEO CHANGE

Efes Breweries International N.V. ("EBI" or "the Company") today announced that Mr. Ahmet Boyacıođlu, who has been the CEO and the Chairman of the Board of Management of the Company is going to retire effective February 1st, 2007.

EBI also announced today that its Supervisory Board is going to propose to the Extraordinary General Meeting that Mr. Alejandro Jimenez to be appointed as the CEO and the new member of the Board of Management. The date for the Extraordinary General Meeting is going to be announced separately.

There will be no change to the other members of the Board of Management of EBI.

Mr. Jimenez started his career in 1973 at The Coca-Cola Company and he held various top management positions since 1981; as Region Director-Central America, Region Director-Caribbean, Vice President and Director of Marketing Operations- Latin America at The Coca-Cola Company.

In 1991 he was appointed as of President and CEO at Panamco Mexico which is the largest subsidiary of PANAMCO, one of the Coca-Cola bottling companies in Latin America, and in 1994 as the President, COO and Member of the Board of Directors at PANAMCO.

Since 2001, Mr. Jimenez was acting as a management consultant for the consumer goods companies in Mexico.

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

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