



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

Efes Breweries International N.V. (“EBI”) today announced that Efes Vitanta Moldova Brewery (“Efes Moldova”), EBI’s 96.5% operating subsidiary in Moldova, reached an agreement with The Coca-Cola Company (“TCCC”) to sell Efes Moldova’s soft drink brand called “Viva” as well as “Real” brand of bottled water to TCCC.

These brands were acquired by Efes Moldova in 2003 through the acquisition of Vitanta Intravest S.A. which is the leading brewer in Moldova. 2006 soft drink sales in Moldova accounted for approximately 3% and 1% of EBI's sales volume and consolidated revenue, respectively.

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

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