



**EBI AND HEINEKEN TO ESTABLISH A JV FOR UZBEKISTAN AND INTEND TO COLLABORATE
IN KAZAKHSTAN AND SERBIA**

Efes Breweries International N.V. ("EBI") today announced that EBI and Heineken International B.V. ("Heineken") signed an agreement to establish a Joint Venture ("JV") to jointly invest in the Uzbek beer market through acquisition of breweries.

Accordingly EBI and Heineken will have 60% and 40% shares in the JV, respectively, whereas EBI will also have the management control.

Uzbekistan has an estimated 2007 population of 27 million where the beer market is estimated to have grown by 27% on a compounded annual basis between 2001 and 2007. However the current per capita beer consumption is estimated to be only 11 liters. Currently neither EBI nor Heineken have beer production in Uzbekistan.

In addition EBI and Heineken also announced their intention to collaborate in the Kazakh and Serbian beer markets.

Currently EBI is the second largest brewer in Kazakhstan with 25% market share and operates two breweries with an aggregate annual brewing capacity of 2.1 million hectoliters ("mhl"). Heineken is the 5th largest brewer in the market with 5% market share and currently has 0.4 mhl annual brewing capacity. The collaboration entails the restructuring of the operations in Kazakhstan following which EBI is planned to have 72% of the combined businesses of EBI and Heineken in Kazakhstan as well as the management control whereas Heineken is planned to own 28% share.

In Serbia EBI is currently is the 3rd largest brewer in the market with 10% market share and its two breweries has a total annual brewing capacity of 1.4 mhl. On December 5th 2007, Heineken announced that it intends to acquire the Rodic Brewery ("Rodic") in Serbia which is the 4th largest brewer in the market with 7% market share and an annual brewing capacity of 1.5 mhl. Similarly, as per the intended collaboration, the restructuring of the operations in Serbia is planned to lead to Heineken having 72% of the combined businesses of EBI and Heineken in Serbia as well as the management control whereas EBI is planned to own 28% share.

Related due diligence processes is about to start in both markets. The transactions in Kazakhstan and Serbia are subject to related due diligence, corporate and regulatory approvals.

"We are very excited to access the dynamic Uzbek market with Heineken as a strong ally. We believe this structure will enable us to best capitalize on the future growth potential of the Uzbek market" said Mr. Alejandro Jimenez, Chairman of the Board of Management and Chief Executive Officer of EBI. Mr. Jimenez also added "We are also happy to set-up a structure whereby we will command a much stronger competitive position in Kazakhstan and Serbia. "

Nico Nusmeier, Regional President Central and Eastern Europe, Heineken N.V., commented: "We are delighted to join forces with such a strong business partner as EBI. With the combined resources, skills and brands of our two businesses, we believe that we will be able to drive stronger, faster growth than would be possible separately. From a strategic Heineken perspective, this deal also leaves us well positioned to achieve leadership positions in three fast growing Central and Eastern European beer markets."

No further details are disclosed at this stage.

All market share information is as of November 2007 as reported by AC Nielsen.



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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 countries, Eastern and South Eastern Europe. Currently EBI operates in Russia, Kazakhstan, Moldova and Serbia, where the Company has ten breweries with a total annual brewing capacity of 24.6 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 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.

About Heineken

Heineken N.V. is the fourth largest brewer in the world by volume and the Company owns over 115 breweries in more than 65 countries. Heineken's portfolio consists of strong local and international brands with the emphasis on the Heineken brand. The Heineken brand is sold in almost every country in the world. Heineken N.V. and Heineken Holding N.V. are both listed on the Amsterdam stock exchange (HEIA NA and HEIO NA, respectively).

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

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