



EBI ACQUIRES NUMBER ONE POSITION IN GEORGIA

Efes Breweries International N.V. ("EBI" or "the Company") today announced that it signed a Share Purchase Agreement to acquire 100.0% of Lomisi Ltd. ("Lomisi") in Georgia. Lomisi is the leader in the Georgian beer market with an estimated market share of 42% by volume in 2007, up from 35% in 2006.

Lomisi has a total annual brewing capacity of approximately 0.55 mhl and operates two breweries in Alkhagori and Natakhtari. It produces six brands of beer, including "Natakhtari", an upper mainstream brand, "Lomisi", a lower mainstream brand and premium segment brands "Kubicek" and "3D".

In addition to the brewing operations, Lomisi also has a soft drink operation in Georgia.

"We believe we can capitalize on the broad experience we have gained in our other operating markets in this geography to expand our presence in our focus region" commented Mr. Alejandro Jimenez, Chairman of the Board of Management and Chief Executive Officer of EBI. Mr. Jimenez also added "We are excited to access the very dynamic and rapidly growing Georgian beer market through a strategically sound transaction. I am also pleased to underline the fact that this acquisition will be both value and profit enhancing for EBI's business."

Georgian beer market has grown 16% on a compounded annual basis between 2002 and 2007. However current per capita consumption is estimated to be only 19 liters, suggesting a significant future growth potential. Georgia has an estimated 2007 population of approximately 4.7 million.

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 the Company has ten breweries with a total annual brewing capacity of 24.6 million hectolitres as well as four malteries with 139,000 tonnes annual capacity. EBI operates in Russia, Kazakhstan, Moldova and Serbia; in addition the Company recently announced that it signed an agreement to establish a Joint Venture with Heineken International B.V. to jointly invest in the Uzbek beer market through acquisition of breweries.

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.



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