



FOR GENERAL RELEASE TO THE PUBLIC
OCTOBER 17TH, 2008



EFES BREWERIES INTERNATIONAL N.V.

VOLUMES CONTINUE TO GROW IN A CHALLENGING QUARTER

Efes Breweries International N.V. ("EBI" or "the Company") today announced its sales volume figures for the nine months period ended 30.09.2008.

In the first nine months of 2008 EBI's total sales volume increased to 11.2 mhl, by growing 8% over the same period of previous year. Sales volume growth on an organic¹ basis was 7% in the period.

Third quarter volume growth of EBI on a consolidated basis was 2% year-on-year.

EBI was able to manage volume and top line growth in a very challenging environment with significant inflationary pressures and slowing consumer demand.

Despite the challenging conditions in the Russian market, which were especially apparent in the third quarter of 2008, EBI was able to increase its sales volume to 8.8 mhl by growing 9% in the first nine months of 2008 and by 4% in the third quarter alone. In Russian beer market, poor weather conditions and the deteriorating consumer confidence are the primary reasons of the slow down in the growth, where the estimated market growth in the first nine months of 2008 was only 1%. In the third quarter of 2008, EBI was once again able to outperform the market in a challenging quarter.

In Kazakhstan sales volume reached 1.2 mhl in the first nine months by growing 9% over the comparable period of previous year. Cycling a very strong base effect in 2007, when sales volume grew by 52.6%, in addition to the poor weather conditions and challenging economic environment, sales volume growth in Kazakhstan slowed down in the third quarter of 2008 although overperforming the market growth.

The challenging economic conditions in **Moldova** continued in the third quarter of 2008. YTD3Q2008 sales volume in Moldova was down by 29% year-on-year, while the beer only volume declined by 14% year-on-year, yet delivering a better quarter compared to previous six months.

EBI entered the **Georgian** beer market by the acquisition of the leading brewer in the market, JSC Lomisi ("Lomisi"), in February 2008 and included this operation in its financials starting from March 1st 2008. Between March-September 2008 EBI generated 0.5 mhl sales volume in Georgia.

¹ By excluding i) the sales volume of JSC Lomisi in Georgia, which EBI acquired in February 2008 and started full consolidation starting from March 1st 2008, ii) the 9M2007 sales volume of Efes Serbia, which is excluded from EBI's financials after the end of 1H2008 iii) the sales volume of "Viva" and "Real" brands in Moldova, which were sold to The Coca-Cola Company in February 2007.



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Overview of EBI

EBI, incorporated in the Netherlands and listed on the London Stock Exchange (IOB:EBID), is a 70.2% subsidiary of Anadolu Efes Biracılık ve Malt Sanayi A.Ş.

EBI has a strong presence in the countries in which it operates, across the CIS including Russia. Currently EBI has an annual brewing capacity of 25.2 mhl and malt production capacity of 139,000 tonnes.

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

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