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Management Change in EBI

As of January 1, 2010, Mr. Tuğrul Ağırbaş, who is currently Efes Russia General Manager, will take on the responsibility of Efes Turkey General Manager. Mr. Yüksel Gökbulut, who has been working as Efes Beer Group Commercial Director since June 15, 2007, will be appointed as Efes Russia General Manager, as of the same date. In addition, Ms. Evrim Hizaler, who has been working as Efes Beer Group Marketing Director, will be appointed as Efes Russia Marketing Director.

Mr. Demir Şarman, who was a member of the Board of Management of EBI, resigned from this duty as of November 24, 2009.

Tuğrul Ağırbaş received a bachelor's degree in Business Administration from Istanbul University in 1989 and joined Anadolu Efes in 1990. Mr. Ağırbaş worked as Project Development Specialist, Marketing Specialist, Istanbul Region Sales Manager, Group Product Manager, Sales Manager and Miller Marketing Manager. In 2001, Mr. Ağırbaş appointed as Efes Russia Marketing Director and he assumed the post of Efes Russia General Manager in June 2005.

Yüksel Gökbulut received a bachelor's degree in Journalism & Public Relations from Marmara University in 1986 and worked as Sales Development and Audit Inspector prior to joining Anadolu Efes. Mr. Gökbulut joined Anadolu Efes as a Marketing Specialist in 1990 and worked as Market Research Supervisor from 1994 to 1996, Domestic Sales Assistant Manager in Ege Biracılık in 1996 and 1997, Marketing Manager in the Eastern Europe Region between 1997 and 1999 and Marketing Director of Turkey Beer Group from 1999 to 2006. Assuming the function of Efes Beer Group Sales Director on September 1, 2006, Yüksel Gökbulut was appointed Efes Beer Group's Commercial Director on June 15, 2007.

Evrım Hizaler received a bachelor's degree in Management and Engineering from Istanbul Technical University in 1997 and obtained an MBA degree from Sabancı University in 2004. Ms. Hizaler joined Anadolu Efes as Marketing Specialist in 1997 and worked as Assistant Product Manager between 1999-2002, Marketing Manager (Miller) between 2002-2004, Marketing Manager (Marmara) between August 2004-October 2004, Marketing Manager (New Products) between November 2004 and September 2005, Marketing Manager (Licensed Brands) between October 2005-November 2006 and Market Development Manager between 2006-2007. Assuming the function of Trade Marketing Director on October 2007, Evrim Hizaler was appointed as Marketing Director in 2008.

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

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