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FOR IMMEDIATE RELEASE

30 March 2010

**Acquisition of 25.98% of the entire issued share capital of
EFES BREWERIES INTERNATIONAL N.V. ("EBI")
by
ANADOLU EFES BIRACILIK VE MALT SANAYII A.Ş. ("Anadolu Efes")
not already owned by Anadolu Efes Biracilik ve Malt Sanayii A.Ş.**

Anadolu Efes today announces that it has acquired 10,987,470 EBI GDRs representing 54,937,350 EBI shares (representing approximately 25.98 per cent of the issued share capital of EBI) from a group of GDR holders at a price of \$17.00 per GDR, following an approach by that group to Anadolu Efes indicating their willingness to realise value for their investment in EBI. Prior to this transaction, Anadolu Efes already owned 155,329,514 EBI Shares representing approximately 73.47 per cent of the issued share capital of EBI. As a result of this transaction Anadolu Efes now controls approximately 99.45 per cent of the entire issued share capital of EBI.

The consideration of approximately \$187 million has been provided from Anadolu Efes' existing cash resources and an additional bilateral loan in the amount of \$100 million with a maturity of 24 months.

Under the rules of the Takeover Code, Anadolu Efes intends to make an all cash offer as soon as reasonably practical to acquire the outstanding 1,161,705 EBI shares, representing approximately 0.55 per cent of the issued share capital of EBI at a price of \$17.00 per GDR. Further, Anadolu Efes intends to instigate procedures to begin the compulsory purchase of any outstanding EBI shares pursuant to the squeeze out procedures in The Netherlands.

In order to allow other minority shareholders to receive payment as quickly as possible, Anadolu Efes intends to acquire any GDRs that are offered for sale in the market by any other GDR holders prior to and during the offer. Any holders of GDRs who wish to sell their GDRs should contact Anadolu Efes' broker Simon Chitty at RBS Hoare Govett on +44 20 7678 1078.

The acquisition follows the offer made by Anadolu Efes for EBI in July 2009, as a result of which Anadolu Efes increased its shareholding in EBI from 70.22 per cent to 73.47 per cent. Consistent with the reasons set out at the time, securing full control of EBI provides Anadolu Efes greater operational flexibility for organic and inorganic growth and improves its overall credit profile and ability to finance EBI's future development.

Enquiries to:

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Robert Plowman
James Collier

Interests in relevant securities

Except as disclosed above, as at the date of this announcement, neither Anadolu Efes, nor any of the directors of Anadolu Efes, nor, so far as Anadolu Efes is aware, any person acting in concert (within the meaning of the Takeover Code) with Anadolu Efes owns or has owned or controls or has controlled any EBI Shares (including EBI Shares represented by EBI GDRs) or any securities convertible or exchangeable into EBI Shares (including EBI Shares represented by EBI GDRs) (including pursuant to any short or long exposure, whether conditional or absolute, to changes in the prices of securities) or any rights to subscribe for or purchase the same, or hold or has held any options (including traded options) in respect of, or has or has had any option to acquire, any EBI Shares (including EBI Shares represented by EBI GDRs) or has entered into any derivatives referenced to EBI Shares (including EBI Shares represented by EBI GDRs) (“**Relevant Shares**”) which remain outstanding, nor does any such person have or has any such person had any arrangement in relation to Relevant Shares. An “arrangement” for these purposes also includes any indemnity or option arrangement, or any agreement or understanding, formal or informal, of whatever nature, relating to Relevant Shares which may be an inducement to deal or refrain from dealing in such securities, or any borrowing or lending of Relevant Shares that have not been on-lent or sold.

Dealing Disclosure Requirements

Under the provisions of Rule 8.3 of the Takeover Code, if any person is, or becomes, "interested" (directly or indirectly) in 1% or more of any class of "relevant securities" of EBI, all "dealings" in any "relevant securities" of EBI (including by means of an option in respect of, or a derivative referenced to, any such "relevant securities") must be publicly disclosed by no later than 3.30 p.m. (London time) on the London business day following the date of the relevant transaction. This requirement will continue until the date on which the offer becomes, or is declared, unconditional as to acceptances, lapses or is otherwise withdrawn or on which the "offer period" otherwise ends. If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire an "interest" in "relevant securities" of EBI, they will be deemed to be a single person for the purpose of Rule 8.3.

Under the provisions of Rule 8.1 of the Takeover Code, all "dealings" in "relevant securities" of EBI by Anadolu Efes or EBI, or by any of their respective "associates", must be disclosed by no later than 12.00 noon (London time) on the London business day following the date of the relevant transaction.

A disclosure table, giving details of the companies in whose "relevant securities" "dealings" should be disclosed, and the number of such securities in issue, can be found on the Takeover Panel's website at www.thetakeoverpanel.org.uk.

"Interests in securities" arise, in summary, when a person has long economic exposure, whether conditional or absolute, to changes in the price of securities. In particular, a person will be treated as having an "interest" by virtue of the ownership or control of securities, or by virtue of any option in respect of, or derivative referenced to, securities.

For the avoidance of doubt, interests in EBI GDRs will be treated as interests in “relevant securities” of EBI for these purposes.

Terms in quotation marks are defined in the Takeover Code, which can also be found on the Panel's website. If you are in any doubt as to whether or not you are required to disclose a "dealing" under Rule 8, you should consult the Panel.