



NOVEMBER 26TH, 2010

ANNOUNCEMENT REGARDING THE NEWS IN THE MEDIA

In an article dated November 25, 2010 and published in Hürriyet Daily News & Economic Review, it is stated that Japanese brewing company Asahi conducts negotiations with Anadolu Efes to acquire its Turkey beer operations based on the statements of advisors of Asahi. As being an important and reputable player in its sector both in Turkey and in the region, Anadolu Efes' successful beer operations attract interest of several companies and similar evaluations find place in various media channels from time to time. Anadolu Efes maintains its intention to further strengthen and grow its existing operations by itself. In that respect, there is no such a talk or negotiation between Anadolu Efes and Asahi and/or another third party representing Asahi. As a result, there appears to be no reason yet for making any disclosure to the public.

For further information regarding Anadolu Efes, please visit our website at <http://www.anadoluefes.com/> or you may contact;

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