

Heineken announces new Regional President Americas

Amsterdam, 2 September 2008 – Heineken N.V. today announced that Massimo von Wunster, Regional President, Heineken Americas, has decided to leave Heineken and return to his home country Italy.

Effective October 1, 2008 Massimo von Wunster will be succeeded by John Nicolson, formerly Scottish & Newcastle plc Managing Director Eastern Europe, Asia & USA. In his new role, John Nicolson will be based in New York City and will sit on Heineken's Executive Committee reporting to Jean-François van Boxmeer, Chief Executive Officer.

Commenting on the announcement, Jean-François van Boxmeer, said, "I would like to thank Massimo for his valuable and considerable contribution to the growth of our brands and our business, first in Italy and, over the last three years, in the Americas. In particular, Massimo has developed and solidified the relationships with our partners FEMSA and CCU, and has grown the Heineken brand consistently across the region.

"The transparent way that Massimo has handled the change has allowed us to make a smooth transition and handover to John. I wish Massimo all the best for his future career."

"I am delighted that we have someone of John's stature, capability and experience to succeed Massimo as Regional President, Americas. In particular, John's commercial understanding and executional capabilities are well known and respected. The combination of this with his relationship and business management skills make him a valuable addition to both the Americas business and our Executive Committee team."

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Editorial information:

Heineken N.V. is the world's most international brewer. The brand that bears the founder's family name – Heineken – is enjoyed in almost every country on the planet and is the world's most valuable international premium beer brand. In 2007, the Company operated 119 breweries in more than 65 countries and sold 139 million hectolitres of beer, making it the largest brewer in Europe and the world's fourth largest by volume. Heineken is committed to the responsible marketing and consumption of more than 170 local and international brands. Through the strategic management of this portfolio, with the emphasis on the Heineken brand and a relentless focus on cost control, the company aims to deliver excellent, sustainable financial performance. In 2007, revenue totalled EUR11.2 billion and Net Profit before exceptional items and amortisation of brands was EUR1.1 billion. In 2007, the average number of people employed was 54,000. Heineken N.V. and Heineken Holding N.V. shares are listed on the Amsterdam stock exchange. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA:NA and HEIO:NA and on the Reuter Equities 2000 Service under HEIN.AS and HEIO.AS. Additional information is available on Heineken's home page:

<http://www.heinekeninternational.com>.

JOHN NICOLSON
Regional President
Heineken Americas

From 2000 until S&N's acquisition by Heineken and Carlsberg in April 2008, John Nicolson was an Executive Board member of S&N Plc. In his most recent Board role, he was responsible for Baltic Beverage Holdings (BBH), the USA, India, China, Vietnam, and the company's Export activities. He also served on a number of S&N's joint venture boards.

In his previous Board position with S&N, John had executive responsibility for the company's international interests. Prior to joining the Board, he had been Corporate Development Director, leading S&N's acquisition teams and developing strategic links with other international brewers.

John first entered the beer business in 1993 through Foster's Brewing Group as Group Executive Director of the Courage business based in London, where his responsibilities included amongst other things European marketing and UK off-trade sales. In 1995, S&N acquired the Courage business and John moved to Edinburgh to take up the role of Group Marketing Director.

John began his career with Imperial Chemical Industries (ICI plc) in 1975 in London. Following this, he spent 16 years with Unilever working across high profile food and drink brands in a variety of Sales and Marketing positions.

Born 1953 in Scotland, John attended the University of Strathclyde where he gained a degree in marketing and economics. He has been a Member of the Edinburgh University Business School Advisory Board for the past five years and is married with three grown up children. His interests include history and current affairs, photography, walking and most sports (now mainly as a spectator).