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**Heineken announces 96.54% of Eichhof GH shares in Switzerland tendered**

Amsterdam, 4 July 2008 - Heineken N.V. announced today that 96.54% of all shares in the newly formed Eichhof Getränke Holding AG are tendered, now that the offer period for the public tender offer has expired. The tender offer for the beverage division of Eichhof can be completed once the Swiss Competition Commission has issued its approval.

Heineken Switzerland announced the acceptance of the public tender offer for all shares in the newly founded Eichhof Getränke Holding AG on 18 June 2008. The provisional final result of the offer is now available: following expiry of the extended offer period on 3 July 2008, 4 p.m. (CET), 162,230 registered shares are tendered. The 162,230 shares tendered during the offer period represent an investment of EUR 167 million (CHF 269 million).

The shareholders of Eichhof Holding AG voted in favour of the demerger of the beverage division and thus the formation of Eichhof Getränke Holding AG at the Extraordinary Shareholders' Meeting on 23 June 2008.

The result of the Swiss Competition Commission investigation is expected at the end of September 2008 at the latest.

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**Editorial information:**

Heineken N.V. is the most international brewer in the world. The Heineken brand is sold in almost every country in the world and the Company owns over 115 breweries in more than 65 countries. With a Group beer volume of 139 million hectolitres Heineken ranks fourth in the world beer market by

volume. Heineken strives for an excellent sustainable financial performance through marketing a portfolio of strong local and international brands with the emphasis on the Heineken brand, through a carefully selected combination of broad and segment leadership positions and through a continuous focus on cost control. In 2007, revenue amounted to EUR12.6 billion and Net Profit before exceptional items and amortisation of brands amounted to EUR1.1 billion. Heineken employs 54,000 people. 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>.