

PUBLIC ANNOUNCEMENT FORM

Title of Company / Name of Partnership : TÜRK TUBORG BİRA VE MALT SANAYİİ A.Ş.

Address : Kemalpaşa Caddesi No:52 Işıkkent/İZMİR

Telephone and Fax Number : Tel : 0232-399 20 00
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Date : 23.03.2010

Subject : Competition Board's Decision – Exclusivity Exemption

TO ADMINISTRATION OF ISTANBUL STOCK EXCHANGE

ISTANBUL

PUBLIC ANNOUNCEMENT :

By its decision no. 10-24/331-119 published in its official website, the Competition Board has decided to grant an individual exemption, within the framework of article 5 of the Law no. 4054, for single brand limitations of up to 5 years incorporated in typical agreements to be entered into with the final points of sale by Bimpaş Bira ve Meşrubat Pazarlama A.Ş., a subsidiary of the Company engaged in sales and distribution in domestic marketing, and by its dealers and distributors. This decision has not yet been notified to our Company.

With Our Regards,
TÜRK TUBORG BİRA VE MALT SANAYİİ A.Ş.