

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 : 17.06.2011

Subject : Import of Beer -Leffe and Hoegaarden

TO ADMINISTRATION OF ISTANBUL STOCK EXCHANGE

ISTANBUL

PUBLIC ANNOUNCEMENT :

Our company has concluded an agreement with Anheuser-Busch InBev (AB InBev), the world's leading beer producer for import of "Leffe" and "Hoegaarden" brands to Turkey.

"Leffe" and "Hoegaarden" are placed among the most renowned special beers of the World with rich flavor and established customs.

With a history dating back to 1240s, "Leffe" is the oldest beer in AB InBev's brand portfolio, and is consumed in more than 60 countries in the entire world. Each of these unique beers with a variety of choices including "Blonde" and, "Brown" is produced by masters relying on a hundreds of years' prominent past with the excellence in its tradition of production.

On the other hand, "Hoegaarden" which dates back to 1445 was first produced in the city of Hoegaarden as the authentic Belgian wheat beer. The unique flavor of this beer which is not filtered and fermented twice gave it recognition as one of the most rapidly growing main brands of AB InBev.

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