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EFES BREWERIES INTERNATIONAL N.V.

EBI FINALIZES THE ACQUISITION OF KRASNY VOSTOK BREWING GROUP IN RUSSIA

Efes Breweries International N.V. ("EBI" or "the Company") today announced that it has completed the acquisition of the Krasny Vostok Brewing Group ("the KV Group") in Russia.

Following the receipt of the necessary regulatory approvals, EBI has paid USD 364 million for 92.34% of the KV Group.

The KV Group has a total annual brewing capacity of approximately 10.0 million hectolitres and operates two breweries located in Kazan and Novosibirsk. The KV Group also owns three malting facilities in Kazan with a total annual production capacity of 93,000 tons. KV Group's strength lies in the regions east of Moscow: Kazan, Novosibirsk, Ufa, Samara, Perm, Kira and Western Siberia amongst others.

The KV Group's brand portfolio consists of a mainstream brand "Solodov" and economy brands, including "Krasny Vostok", "Zhigulevskoe", and "Yershistoe".

EBI increased its total capacity in Russia to approximately 18 million hectolitres and total market share to around 10% through the acquisition of the KV Group, solidifying its #4 position in the Russian beer market. Additionally, total annual malt production capacity of EBI in Russia increased from approximately 46.000 tons to approximately 139,000 tons.

About EBI

EBI has a strong presence in the countries in which it operates, across the CIS, Eastern Europe and the Balkans. Currently EBI operates in Russia, Kazakhstan, Moldova, Romania, and Serbia and Montenegro where the Company has eleven breweries with a total annual brewing capacity of 21.8 million hectolitres as well as five malteries with 145,500 tons annual capacity.

The Company, established in the Netherlands, completed a successful listing of GDRs on the London Stock Exchange in October 2004 and currently is a publicly traded company (IOB: EBID).

A copy of this press release can be accessed at www.efesholland.nl.

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