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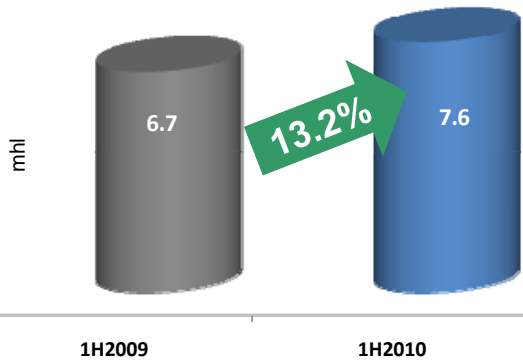
EFES BREWERIES INTERNATIONAL N.V.

SALES VOLUME FOR THE SIX MONTHS PERIOD ENDED 30.06.2010

GROWTH ACCELERATED IN THE SECOND QUARTER

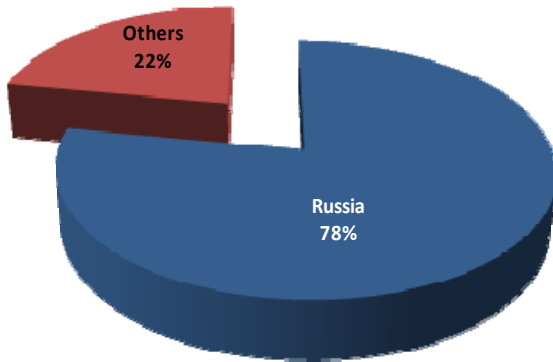
Efes Breweries International N.V. ("EBI" or "the Company") today announced its sales volume figures for the six months period ended 30.06.2010.

Consolidated Sales Volume Development



• In the second quarter of 2010, the consolidated sales volumes increased by 14.8% over the same quarter of 2009, outpacing the volume growth of 10.5% in the first quarter of 2010. As a result, in the first half of 2010, EBI's consolidated sales volume reached 7.6 mhl, indicating an increase of 13.2% compared to the same period of the previous year. Despite increased sales prices in 2010 in all countries of operation to reflect higher taxes on beer in addition to continued economic challenges, strong brand innovation, continuous initiatives to increase availability and successful practices in marketing paid off, leading EBI to continue to report positive growth rates in all operations in the second quarter as well. Low base of last year also contributed to this excellent performance.

Breakdown of Consolidated Sales Volume



• In **Russia**, in the first half of 2010 sales volume was 5.9 mhl, indicating an increase of 12.2% over same period of the previous year. Despite ongoing economic challenges as well as significantly higher beer prices to cover excise tax increase, EBI once again managed to show positive momentum driven by strong brand equity, innovation, good execution and higher availability as well as benefiting from its established position in the growing segments in the market.

A copy of this press release can be accessed at www.efesinternational.com

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