



JULY 16TH, 2010

INITIATION OF AN INVESTIGATION BY THE COMPETITION AUTHORITY

Anadolu Efes learned that, according to the Competition Board Decision dated July 1, 2010 (decision number: 10-47/860-M), an investigation by the Competition Authority is decided to be initiated in order to inspect whether Anadolu Efes' 100% subsidiary Efes Pazarlama ve Dağıtım Tic. A.Ş. acts in line with the Board's decision (decision number: 05-27/317-80) which annuls the exemption for exclusive contracts and the Competition Law. The decision to initiate an investigation by the Competition Board does not necessarily mean the company subject to investigation violated the Competition Law or it is (or it will be) subject to a penalty due to a violation of the Competition Law.

Additional disclosures are to be made by our Company in a timely manner pursuant to the Communiqué Serial VIII, No. 54; if any change concerning the inside information disclosed herein occurs.

For further information regarding Anadolu Efes, please visit our website at <http://www.anadoluefes.com/> or you may contact;

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