

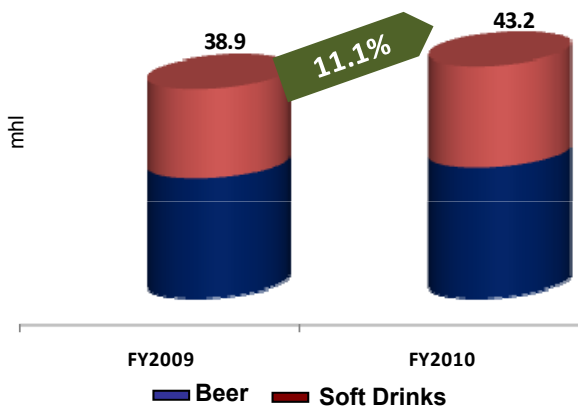


ANADOLU EFES HAS ANNOUNCED ITS SALES VOLUME FOR THE YEAR ENDED 31.12.2010

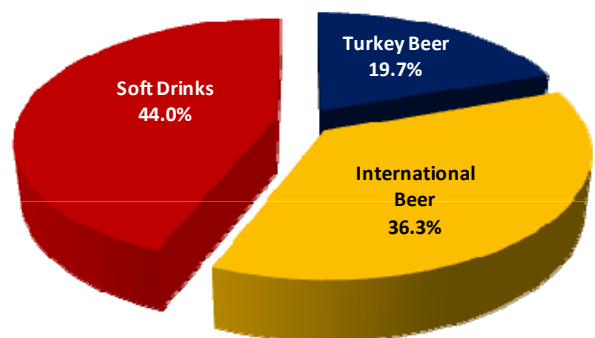
STRONG GROWTH IN THE FOURTH QUARTER

- Fourth quarter volume growth at 14.0% over 4Q2009, highest in 2010
- Consolidated sales volume (including beer and soft drink volumes) up 11.1% in FY2010 over FY2009

Consolidated Sales Volume

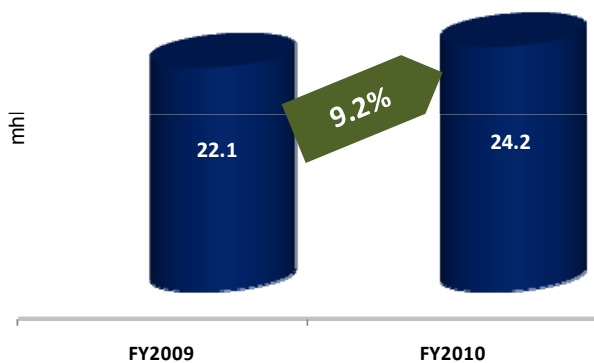


Breakdown of Consolidated Sales Volume

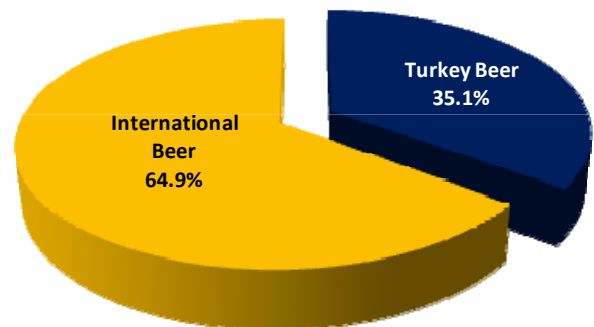


- Total beer sales volume at 24.2 million hectoliters (“mhl”) in FY2010; up 9.2%
- Fourth quarter total beer sales volume increased by 10.9%

Total Beer Sales Volume

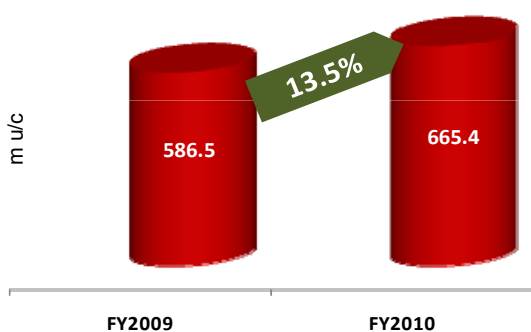


Breakdown of Total Beer Sales Volume

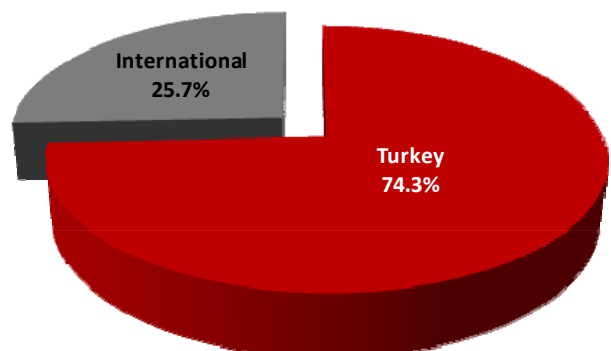


- Total soft drink sales volume at 665.4 million unit cases (“m u/c”); up 13.5% in FY2010
- Fourth quarter volume growth was 18.5%

Consolidated Soft Drink Sales Volume



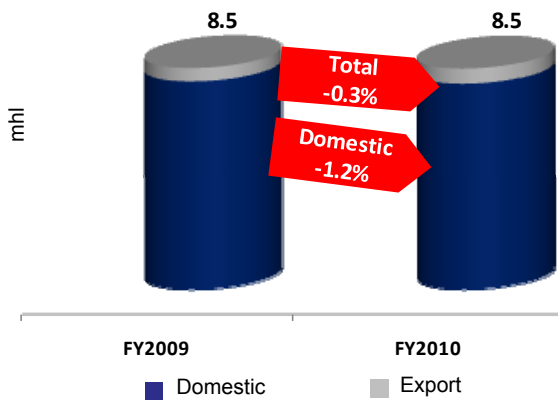
Breakdown of Total Soft Drink Sales Volume





TURKEY BEER

Sales Volume



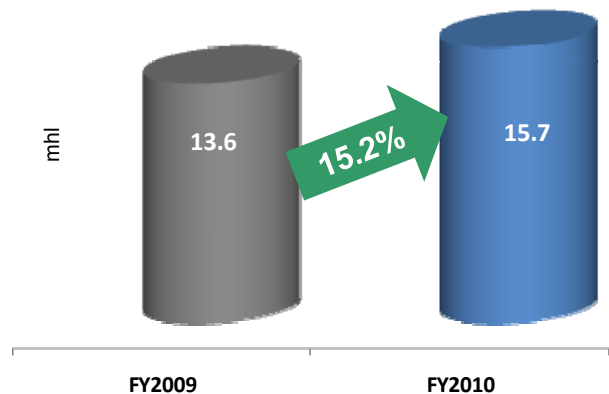
• In Turkey beer operations, total sales volume increased by 8.4% in the fourth quarter of 2010 over the same quarter of 2009, with a 7.2% rise in the domestic market. In the fourth quarter of 2010, favorable weather conditions in October and November as well as the low base of last year more than eliminated the negative impact of the simultaneously introduced average price increase of 17% with the most recent excise tax hike of 26% effective as of October 28, 2010. As a result, Turkey beer operations' total sales volume in FY2010 remained flat at 8.5 mhl compared to FY2009, also contributed by strong export growth partly compensating for the weakness in domestic demand.

INTERNATIONAL BEER

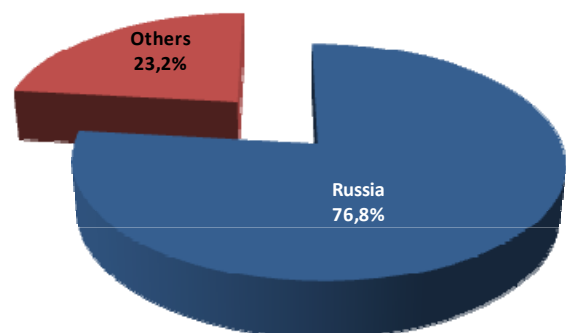
• In the last quarter of 2010, EBI's consolidated sales volume rose by 12.4% over the same quarter of 2009, despite lower contribution from the base effect in this quarter compared to the previous ones. As a result, EBI's consolidated sales volume reached 15.7 mhl in FY2010, up by 15.2% compared to FY2009. Despite higher beer prices in all countries of operations due to increased taxes, successfully implemented price increases, continued focus on strategic brands and moving from quantitative to qualitative availability significantly contributed to our performance in 2010.

• In Russia, our sales volume rose by 12.6% to 12.0 mhl in 2010, despite softer beer demand in the country. The negative effect of significantly higher beer prices in Russia due to higher excise taxes compensated partly by economic recovery and hot weather conditions in summer leading to a long and prosperous season in 2010. This has let to a better market sentiment in the second half of the year compared to the first half. Consumer promotions and pioneered innovation were the key drivers for our volume growth.

Consolidated Sales Volume Development



Breakdown of Consolidated Sales Volume

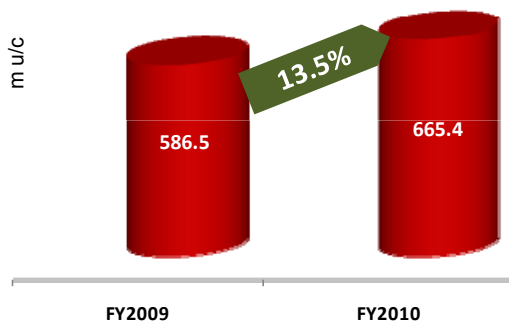




SOFT-DRINK OPERATIONS (COCA-COLA İÇECEK A.Ş.)

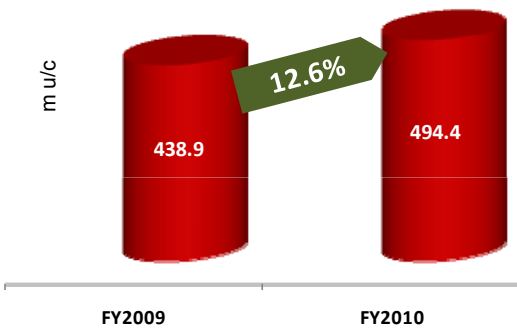
• Anadolu Efes' soft drink operations are run by Coca-Cola İçecek A.Ş. ("CCI"). CCI produces, sells and distributes sparkling and still beverages, primarily brands of The Coca-Cola Company, in Turkey, Kazakhstan, Azerbaijan, Jordan, Kyrgyzstan and Turkmenistan. In addition, CCI is a party to joint venture agreements that have the exclusive distribution rights for brands of The Coca-Cola Company in Pakistan, Iraq and Syria. Anadolu Efes is the largest shareholder of CCI with 50.3% stake.

Consolidated Soft Drink Sales Volume



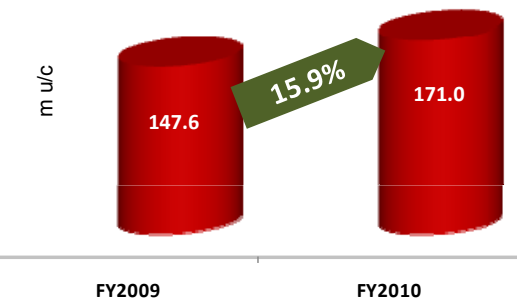
• In 4Q2010, sales volume growth came in at 18.5%, and consolidated sales volume reached 130.2 mn unit cases. Warmer weather in our key markets continued in 4Q2010 and higher demand for sparkling beverages across our operating territories assisted the volume growth. In addition, low base of sparkling sales in Turkey in 4Q2009 was also a factor driving this strong growth. Consolidated sales volume was up by 13.5% in 2010 to 665.4 mn unit cases, driven by strong growth both in Turkey and international operations. All categories delivered double digit growth rates in 2010.

Turkey Soft Drink Sales Volume



• In 4Q2010, unit case volume in Turkey increased by 17.0% to 95.5 million unit cases on the back of strong growth of sparkling beverages. Moreover, the high growth in the last quarter of the year is also partly attributable to the low base of the sparkling category in 4Q2009. Turkey Operation's full year volume was up by 12.6% to 494.4 million unit cases. Growth of the sparkling beverage category reached double digits. Still beverages grew closed to 16% in 2010. The tea category sustained its strong volume growth with new package and flavor launches.

International Soft Drink Sales Volume



• International volume rose by 22.8% to 34.6 million unit cases in 4Q2010, revealing strong improvement in all key markets. International Operations volume was up by 15.9% to 171.0 million unit cases in 2010 on the back of strong volume growth in Central Asia. Improved economic conditions and successful marketing strategies brought around 25% growth in our markets in Central Asia. Pakistan volume growth came in at high single digits for the full year, despite the fact that third quarter volume was significantly impacted by the massive floods. Sales volume growth recovered to low teens in 4Q2010. Iraq sustained its strong volume growth, registering over 30% growth on a year-on-year basis.



FOR GENERAL RELEASE TO THE PUBLIC
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ABOUT ANADOLU EFES



• Anadolu Efes Biracılık ve Malt Sanayii A.Ş. (Anadolu Efes), together with its subsidiaries and affiliates produces and markets beer, malt and soft drinks across a geography including Turkey, Russia, the CIS countries, Southeast Europe and the Middle East. Anadolu Efes, listed in the Istanbul Stock Exchange (AEFES.IS), is an operational entity under which the Turkey beer operations are managed, as well as a holding entity which is the 100% shareholder of Efes Breweries International N.V. ("EBI"), that manages international beer operations, and is the largest shareholder of Coca-Cola İçecek A.Ş. ("CCI"), that manages the soft drink business in Turkey and international markets.

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

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