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EBI STRENGTHENS ITS POSITION IN GEORGIA WITH KAZBEGI

Efes Breweries International N.V. ("EBI") is expanding its business in Georgia with JSC Kazbegi ("Kazbegi"), the second largest brewer in Georgia, in partnership with Prof. George Topadze, who is the majority owner of Kazbegi business.

As of end of 2007 Kazbegi has an estimated market share of 39% in Georgian beer market and produces six brands of beer, including "Kazbegi" brand, which has the highest brand recognition in the beer category in Georgia. In addition to the brewing operations, Kazbegi also has a soft drink operation in Georgia.

EBI recently entered Georgian beer market in February 2008 with the acquisition of the leading brewer in the market, Lomisi Ltd., which has 42% market share as of end of 2007.

Georgian beer market has grown 16% on a compounded annual basis between 2002 and 2007. However current per capita consumption is estimated to be only 19 liters, suggesting a significant future growth potential. Georgia has an estimated 2007 population of approximately 4.4 million.

No further details are disclosed at this stage.

Enquiries to:

*Orhun Köstem, Chief Financial Officer
(EBI)*

Tel: +31 20 575 2292 (Amsterdam)

E-mail: orhun.kostem@efesholland.nl

*Çiçek Uşaklıgil, Investor Relations
Manager (Anadolu Efes)*

Tel: +90 216 5868037

E-mail: cicek.usakligil@efespilsen.com.tr