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July 13th, 2009

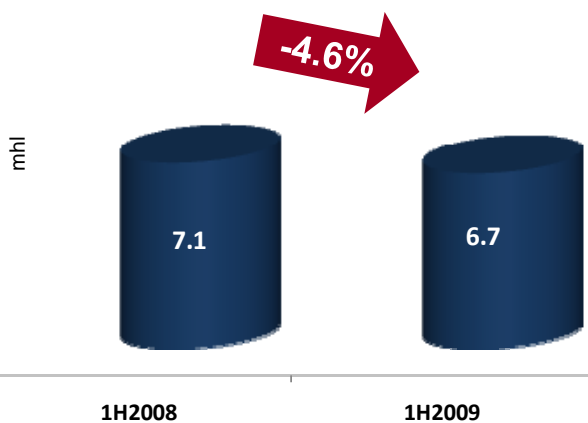
EFES BREWERIES INTERNATIONAL N.V.

SALES VOLUME FOR THE SIX MONTH PERIOD ENDED 30.06.2009

CONTINUED MARKET SHARE GAINS DESPITE CHALLENGES IN THE OPERATING MARKETS

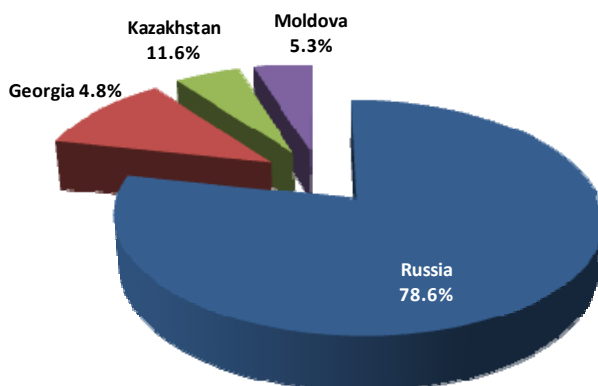
Efes Breweries International N.V. (“EBI” or “the Company”) today announced its sales volume figures for the six month period ended 30.06.2009.

Consolidated Sales Volume Development



- In 1H2009 EBI’s consolidated sales volume was 6.7 mhl, indicating a decline of 4.6% compared to the same period of the previous year. Organic¹ sales volume declined by 2.8% in the period. Second quarter sales volume was down by 4.8% compared to a year ago due to the continued effects of a sharp economic slowdown in the region combined with the strong base of last year, when sales volume was up by 10.7%.

Breakdown of Consolidated Sales Volume



- In **Russia**, 1H2009 sales volume was 5.3 mhl, indicating a decline of 5.3% over the same period of the previous year. The downward trend in the Russian beer market, resulting from the deteriorating consumer demand as a result of the global financial crisis, continued in the second quarter of 2009. EBI was again able to outperform the market in the first half of the year as the market is expected to have contracted by high single digits. In 2Q2009, sales volume was down by 5.3% in Russia compared to the same period of the previous year.

Numbers may not add up to 100 due to rounding.

¹ By excluding i) January – February 2009 sales volume of JSC Lomisi in Georgia, which EBI acquired in February 2008 and started full consolidation starting from March 1st 2008, ii) the sales volume of Efes Serbia, which is excluded from EBI’s financials after the end of 1H2008



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• In **Russia**, EBI continued to launch brand extensions and new packages to the market, which positively contributed to our outperformance of the beer market in the first six months of 2009. In addition to a new product in Sary Melnik portfolio, “**Sary Melnik Iz bochonka Osoboe**”, which was launched in March, new packages of “**Bavaria 8,6**”, “**Green Beer**”, “**Gold Mine**” were introduced to the market, along with the relaunched “**Efes Pilsener**” in 50cl Bottle in April.



• In **Kazakhstan**, EBI’s volume performance was again ahead of the market with a sales volume growth of 13.6% to 0.8 mhl in 1H2009. In 2Q2009, sales volume was up by 5.1% in Kazakhstan compared to 2Q2008. In Kazakhstan, “**Gold Mine**” in 50cl can and “**Kruzhka Svezhego Mild**” in 50cl bottle were launched in April and “**Tyan-Shan**” 50cl bottle was relaunched in June.



• The challenging economic conditions in **Moldova** continued to have negative impact on our sales volume in the second quarter of 2009, yet at a slower rate. Sales volume in Moldova was down by 9.3% in 1H2009 and by 1.0% in 2Q2009 y-o-y. In Moldova, “**Bely Medved**” in 2,5Liters in green bottle was launched in April.



• **Georgia** operations contributed 4.8% of EBI’s consolidated sales volume. 2Q2009 beer sales volume growth in Georgia was 6.2%. In Georgia, new products in Nataktari portfolio “**Nataktari Kasris**” in draft bottle and “**Nataktari Karva**” in transparent bottle and PET were launched in April and May, respectively.



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

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