



Chicago Police, Chicago Beverage Systems And Heineken USA Join To Combat Illegal Underage Drinking Activities

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Chicago Police and Chicago Beverage Systems to Distribute Security Verifiers to Area Licensed Retailers to Detect Legal Illinois State Driver's Licenses

Chicago – Dec. 19, 2007 – The Chicago Police Department, Chicago Beverage Systems, L.L.C., and Heineken USA today took steps to remind all community residents that it is illegal to give or sell alcohol to minors in Chicago.

The public service initiative, "Providing Alcohol to Minors is No Minor Offense," highlights the risks associated with underage drinking and helps licensed retailers better ensure they sell alcoholic beverages only to customers of legal drinking age.

Campaign elements were unveiled this morning at Chicago Police Department Headquarters. Taking part in the afternoon's activities were Interim Police Superintendent Dana V. Starks; Scott V. Bruner, director of the Department of Business Affairs & Licensing/Local Liquor Control Commission; James J. Doney, president of Chicago Beverage Systems; and Dan Tearno, senior vice president of corporate relations for Heineken USA.

"This partnership between police, DBA and local businesses is an important step forward in reinforcing the many facets of community policing in Chicago," said Interim Superintendent Starks. "Too often, and particularly during the holiday season, minors are provided with alcohol; this activity is illegal and will not be tolerated by the Chicago Police and should not be tolerated by the community."

Earlier this week, the program partners began distributing security laminate verifiers to licensed alcohol retailers across the city. When the verifier unit is shined onto an Illinois driver's license, it reveals information unseen by the naked eye to help identify fraudulent and fake IDs.

"As a leading alcohol beverage company, Heineken USA has an important role to play in identifying solutions to issues associated with alcohol consumption," said Tearno. "This effort will help reduce the accessibility of alcohol to minors at retail outlets. Similar partnerships between our organization, the business community and local law enforcement agencies have helped change the tide of illegal alcohol activities in other cities. We applaud the City of Chicago, the Chicago Police Department and Chicago Beverage Systems for taking this important step with us to reduce underage drinking in the City."

The joint program will be further supported by public service announcements, including coordination with local residents and community organizations to distribute posters reinforcing that it is illegal to provide alcohol to anyone under 21 years of age. Other creative executions include a radio commercial began airing on December 17 on WKQX, WLUP, WGCI, WMVP and WSCR and on www.ResponsibleMeans21.com, a microsite with tips for parents and other community members on responsible consumption.

"The Chicago Police and other departments at the state, local and university level are all aware that there is a great deal of pressure on college-age students to obtain and consume alcohol before they are of the legal drinking age," said Director Bruner. "Communities and retailers throughout the community now have additional tools to reduce underage drinking among these and other youth audiences."

The "Providing Alcohol to Minors is no Minor Offense" campaign is the latest element in a national Heineken USA initiative to partner with local and regional law enforcement officials to promote responsible behavior related to alcohol consumption. Other programs are coordinated with the Connecticut State Police, the Massachusetts State Police, the Rhode Island State Police, the Metropolitan (Washington, D.C.) Police Department, the Florida Highway

Patrol, the San Diego Police Department and the West Palm Beach, Fla. Sheriff's Office.

About Heineken USA

Heineken USA Inc., the nation's premier beer importer, is a subsidiary of Heineken International BV, which is the world's most international brewer. Brands imported into the U.S. include: Heineken Lager, the world's most international beer brand; Heineken Premium Light; Amstel Light, a leading imported light beer brand; Heineken Dark; and Buckler non-alcoholic brew. Heineken USA is also the exclusive USA importer for the Tecate, Tecate Light, Dos Equis, Sol, Carta Blanca and Bohemia brands from FEMSA Cerveza of Mexico. Please visit EnjoyHeinekenResponsibly.com.

About Chicago Beverage Systems, L.L.C.

Operating from a 298,000 square foot state-of-the-art facility on the city's near West Side, Chicago Beverage Systems distributes some of the world's finest import, domestic and craft beers to 2,400 retailers in the Chicago metro area. Chicago Beverage Systems is part of Reyes Holdings, LLC, a family owned and operated food and beverage distributor dedicated to achieving unmatched value for its customers while creating an outstanding work environment for its employees.