



HEINEKEN USA AWARDS HARBOR DISTRIBUTING WITH FOURTH ANNUAL *1864 AWARD FOR RESPONSIBILITY*

Beer Distributor Recognized for Commitment to Responsible Consumption Efforts

White Plains, NY – March 15, 2011 – Heineken USA awarded Los Angeles-based distributors Mission Beverage Company and Harbor Distributing, LLC the company’s annual 1864 Award for Responsibility. The awards were presented at its annual national sales and marketing meeting in Las Vegas, during which Heineken USA celebrated its wholesaler and distributor partners’ efforts to join its commitment to encourage the responsible consumption of alcohol.

Moderation and responsibility have been cornerstones of the Heineken Company since Gerard Adriaan Heineken founded the organization on these values in 1864, giving the award its namesake. Heineken honored two partners with this award, based on distribution size of Heineken’s Dutch portfolio.

“Since the beginning, Heineken has been committed to encouraging responsible consumption of our products and being an active member of the communities where our employees and consumers live and work,” said Dan Tearno, SVP and Chief Corporate Relations Officer, Heineken USA. “This commitment goes beyond just what we do internally, and we are proud to work with partners that embrace these values and put responsibility into action. We have a number of distributor partners that make responsibility a priority, but Mission Beverage and Harbor Distributing have gone above and beyond.”

Harbor Distributing, LLC

Harbor Distributing, LLC, distributor of more than one million cases of the Heineken USA Dutch portfolio, has a philosophy of responsibility that is wholly ingrained in its organization. Being an active, ethical and responsible leader in the community is part of its parent company, Reyes Holding’s, vision statement, and responsible selling, marketing and consumption education is part of the company’s new hire training. They extend these practices to the community through cooperative programming with law enforcement, local community groups and retailers, utilizing Heineken USA programs such as Taxi Magic and the Health Alliance on Alcohol. For one of their largest responsibility activations last year, Gate City Beverage Distributors teamed up with Heineken USA sales teams to emphasize responsibility at The Coachella Valley Music and Arts Festival in April 2010. The two organizations extended safety tips to more than 225,000 people with a responsibility poster campaign at the three day event.

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“We are as proud to distribute Heineken as we are of the responsible programs and activities we conduct to keep the local community where we work and live safe,” said Tom Reyes, President of Harbor Distributing, LLC.

Ongoing Focus on Responsible Consumption

Heineken USA has long been recognized for the heritage, quality and integrity of its products. That commitment to integrity extends beyond its products to its focus on giving back to the communities where its employees live and work and where its products are enjoyed. Chief among Heineken USA’s corporate citizenship pillars is its firm commitment to encouraging the responsible consumption of beverage alcohol.

Among other distinctions, it was the first brewer in the world to place a responsibility message on all of its bottles and cans. Heineken USA was also the first alcohol company to place a responsibility message on all of its TV, radio and print advertising.

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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. European brands imported into the U.S. include Heineken Lager, the world's most international beer brand; Heineken Light; Amstel Light, a leading imported light beer brand; Newcastle Brown Ale, the leading imported ale in the United States; 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 Mexico. For a safe ride home, download the Heineken USA-sponsored Taxi Magic™ application from your smartphone at taximagic.heineken.com. Please visit www.EnjoyHeinekenResponsibly.com.