

Heineken®– making responsible consumption aspirational

Amsterdam, 12 December 2011 – HEINEKEN today launched the latest phase in its global approach to encourage the responsible consumption of its brands. The new theme, titled ‘Sunrise belongs to moderate drinkers’ continues to use Heineken®, the world’s most international premium beer brand, to deliver and reinforce this important message.

This initiative is an integral part of the award winning ‘Open Your World’ global campaign, which celebrates and encourages aspirational behaviours among adult consumers. HEINEKEN has chosen to launch this programme in the festive season to maximise the relevance, attention and impact of the message. Millions of adult consumers across the globe will be the first to see this responsible consumption initiative via Heineken®’s YouTube channel, Facebook fan page, Heineken.com as well as broadcast.

Alexis Nasard, Chief Commercial Officer, HEINEKEN, said: “HEINEKEN has both the opportunity and the responsibility to encourage moderate drinking. This approach breaks from the norm of traditional responsible consumption messages and takes a progressive stance by showing that drinking responsibly can be aspirational. ‘Sunrise belongs to moderate drinkers’ is a natural next step in our long term commitment to encouraging responsible consumption.”

‘Sunrise belongs to moderate drinkers’, will be executed through the use of various online and offline media channels, with strong emphasis on social media. In the 85 second film ‘The Sunrise’, Heineken®’s legendary hero demonstrates how to celebrate the night to the fullest, including turning down a beer and choosing a bottle of water instead.

Cyril Charzat, Senior Director, Global Heineken Brand, added: “In the film, our ‘man of the world’ brings to life the powerful idea that there are no limits, when you know your limits. We want to show that enjoying Heineken® in moderation can be an integral part of connecting and engaging with friends, meeting new people and exploring new experiences.”

This programme has been preceded and supported by a series of integrated experiential and digital activities. Starting on November 28, the campaign was unveiled through a teaser in four cities across the globe: London, Ho Chi Minh, Rio de Janeiro and San Francisco. Sofas featuring the hashtag #mysunrise were strategically placed in locations that offered the best sunrise view. Consumers were encouraged to post photos of their best sunrise moments, tagging them #mysunrise and then sending them to the Heineken® Facebook page.

About the campaign:

In the film, Heineken®'s legendary hero takes advantage of all the party's opportunities in a responsible manner, and ends his night by enjoying a spectacular sunrise with the star DJ Audrey Napoleon.

Starting today, these sunrise images will now be showcased on the brand's Facebook fan page and incorporated into a dynamic Facebook application, mapping the consumer sunrise photos based on the location in which they were taken. Each week, the best sunrise images will be showcased on the brand's Facebook fan page wall. They will be re-tweeted from the @Heineken twitter account between December 12 and January 2.

Quick Facts:

* The programme was developed by leading communication agencies Publicis International and AKQA.

* Shot on location in London and directed by the talented Fredrik Bond.

*'The Sunrise' film stars one of the world's top international female DJ's, Audrey Napoleon and features an exclusive new track called '#MYSUNRISE'.

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Note to editors:**About Heineken®:**

The Heineken brand bearing the founder's family name – Heineken – is available in almost every country around the globe, and it is the world's most valuable international premium beer brand. Additional information is available on <http://www.heineken.com> and on <http://www.theHEINEKENcompany.com/presscentre>.

About Enjoy Heineken Responsibly:

Enjoy Heineken Responsibly is the global umbrella for all Heineken brand responsibility activities. The integrated approach to responsible consumption 'Enjoy Heineken Responsibly' (EHR) was launched in 2004, and since then the EHR logo has been included on bottles, cans, packaging and commercial communication across all 189 markets where the Heineken brand is sold. The responsible messaging is carried through the brand's sponsorships via advertising boards at UEFA Champions League, all Heineken Cup and the recent Rugby World Cup rugby match and via clear server training and responsible



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consumption policies at associated events. In addition, the company has more than 35 partnerships with third party organizations or institutions in markets around the world and a series of similar responsible consumption activities and messaging on its other major beer brands.

The Enjoy Heineken Responsibly section on the Heineken.com is translated in 32 languages in 46 markets and provides practical information to consumers about responsible consumption.

For more information, please visit <http://www.enjoyheinekenresponsibly.com/>

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