



Heineken back as Worldwide Partner to Rugby World Cup 2003

“Come join us in the celebration!”

The International Rugby Board today announced that Heineken, the world’s most international beer brand, will be a Worldwide Partner to the Rugby World Cup in 2003.

“Heineken’s commitment to rugby globally embraces many strands and levels of the game,” said Vernon Pugh QC, Chairman of Rugby World Cup Limited and of the International Rugby Board. “I am therefore delighted to welcome them as a Worldwide Partner for what I am certain will be a spectacularly successful Rugby World Cup in 2003 and for what is, without question, one of the world's greatest sporting occasions.”

The partnership follows Heineken’s involvement in the 1995 Rugby World Cup and principal sponsorships of the Heineken Cup and the Heineken Kinsale Sevens. In addition to the 2001 Rugby World Cup Sevens in Argentina and the 2001 Shanghai Sevens, Heineken has continuing partnerships with sevens tournaments in Amsterdam, Dubai, Hong Kong, Japan and Singapore.

“It’s good to be back,” said Lizzy Younghusband, Heineken’s International Sponsorship Manager. “This partnership follows on from our successful involvement in the 1995 Rugby World Cup and our partnership with the rugby world to date. We are very excited to be involved in the Rugby World Cup 2003, as it is the pinnacle of the sport!”

“Heineken, the world's most international beer enjoyed in more than 170 countries, is the perfect partner for rugby’s global tournament, the Rugby World Cup. In terms of reach, more than 31% of Heineken global volume is covered in the 8 core rugby playing nations. By being a Worldwide Partner to the Rugby World Cup 2003, we hope to further build on our association with the sport and bring more enjoyment to Heineken rugby fans around the world, “ said Ms Younghusband.

Heineken’s partnership in the Rugby World Cup in 2003 is certain to bring a unique atmosphere to the tournament, a true celebration of the world’s best rugby.

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Heineken N.V. is the most international brewer in the world. The Heineken brand is sold in more than 170 countries and the company owns over 110 breweries in more than 50 countries. Heineken strives for an excellent sustainable financial performance through marketing a portfolio of strong local and international brands with the emphasis on the Heineken brand and through a carefully selected combination of broad and segment leadership positions. In 2001 net turnover amounted to EUR 9.1 billion and net profit to EUR 715 million. Heineken employs over 40,000 people. For further information regarding Heineken N.V.: www.heinekencorp.com

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