



press release

## Heineken returns as global Bond partner

Amsterdam, 14 August 2008 - Heineken International today announced that it will launch a worldwide promotional campaign for the 22nd James Bond film, "Quantum of Solace," a Metro-Goldwyn-Mayer Pictures'/Columbia Pictures' release of EON Productions. The film, which will be released in movie theatres worldwide in November 2008, is Heineken's 5th consecutive global partnership with one of the most successful and longest running movie franchises in history.

Stefan Orłowski, Group Commerce Director, Heineken N.V., said of the partnership: "Our long association with James Bond has helped enhance the profile of the Heineken brand across the world. The partnership supports our commitment to extend the brand's leadership position within the international premium beer segment. Our global campaign offers a great opportunity to drive sales growth and to help build the value of Heineken's brand equity."

The new marketing campaign provides the opportunity for consumers to experience the premium, stylish and international world of James Bond. The campaign features leading lady Olga Kurylenko and was shot using actual film sets and scenes from the film. It includes TV and print advertising and on- and off-premise promotions, interactive and digital activities, radio promotions, consumer competitions and tie-ins with local premiere events. The campaign will be launched globally across an estimated 40 countries in October in conjunction with the worldwide release of the film.

Olga Kurylenko, who plays the role of Camille in the upcoming film, commented: "I am delighted to support Heineken's global "Quantum of Solace" marketing campaign. Heineken has done a great job in making James Bond, Camille and the world of Bond connect with their iconic international brand."

Melinda Eskell, Manager Heineken Brand Communication said: "We worked in close partnership with Eon and Columbia Pictures to ensure the global campaign remained authentic to the film and the James Bond franchise. The involvement of Olga Kurylenko combined with the use of other authentic Bond assets provides Heineken the unique opportunity to allow our consumers worldwide to experience the world of Bond."

In "Quantum of Solace," Daniel Craig reprises his role as Ian Fleming's James Bond 007. The film is directed by Marc Forster, the screenplay is by Neal Purvis & Robert Wade and Paul Haggis and Michael G. Wilson and Barbara Broccoli produce.

### Editorial information:

The Heineken brand is sold in almost every country in the world. Additional information is available on <http://www.heineken.com> and <http://www.heinekeninternational.com>.

### Press enquiries

Véronique Schyns  
Tel: +31 (0)20 5239 355  
[Veronique.schyns@heineken.com](mailto:Veronique.schyns@heineken.com)



press release

#### **EON Productions**

EON Productions/Danjaq, LLC, is owned by the Broccoli family and has produced twenty two James Bond films since 1962, including QUANTUM OF SOLACE. The James Bond films, produced by Michael G. Wilson and Barbara Broccoli, make up the longest running franchise in film history and include the recent blockbuster films GoldenEye, Tomorrow Never Dies, The World is Not Enough, Die Another Day and Casino Royale. EON Productions and Danjaq LLC, are affiliate companies and control all worldwide merchandising of the James Bond franchise.

#### **About Columbia Pictures**

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com/>.

#### **About Metro-Goldwyn-Mayer Inc.**

Metro-Goldwyn-Mayer Inc., through its operating subsidiaries, is actively engaged in the worldwide production and distribution of motion pictures, television programming, home video, interactive media, music and licensed merchandise. The company owns the world's largest library of modern films, comprising around 4,100 titles. Operating units include Metro-Goldwyn-Mayer Studios Inc., Metro-Goldwyn-Mayer Pictures Inc., United Artists Films Inc., Ventanazul, MGM Television Entertainment Inc., MGM Networks Inc., MGM Domestic Networks LLC, MGM Distribution Co, MGM International Television Distribution Inc, Metro-Goldwyn-Mayer Home Entertainment LLC, MGM ON STAGE, MGM Music, MGM Worldwide Digital Media, MGM Consumer Products and MGM Interactive. In addition, MGM has ownership interests in international TV channels reaching nearly 120 countries. MGM ownership is as follows: Providence Equity Partners (29%), TPG (21%), Sony Corporation of America (20%), Comcast (20%), DLJ Merchant Banking Partners (7%) and Quadrangle Group (3%). For more information, visit <http://www.mgm.com/>.