



MEDIA RELEASE

Heineken® and James Bond sign global SKYFALL partnership

Amsterdam, February 8, 2012 – HEINEKEN today announced that it has extended its 15 year partnership with the James Bond franchise. It will introduce an unprecedented and innovative global marketing campaign to support the launch of the new film SKYFALL. This is the 23rd film in the James Bond series, and the 6th consecutive James Bond film that the Heineken® brand has been involved with.

Heineken® brand's global SKYFALL marketing programme will include a wide range of promotion and activation rights in and around the film, including for the first time the participation of James Bond actor Daniel Craig in the brand's worldwide campaign. It will also leverage its global relationships with facebook and Google to ignite digital conversations about SKYFALL amongst its adult consumers.

2012 marks the 50th anniversary of the Bond franchise which is generating enormous levels of consumer interest in SKYFALL. It is one of the most anticipated and talked about films this year, providing Heineken® the opportunity to engage with consumers in a number of different and compelling ways. The campaign will be accessible in more than 170 countries around the world where Heineken® can be enjoyed.

Alexis Nasard, Chief Commercial Officer of HEINEKEN said: "When two great brands like Heineken® and James Bond join together, excitement is guaranteed. We are proud of our long standing partnership. The trust that we have built has allowed us to take the partnership to a new level by linking SKYFALL directly with our award winning global 'Open Your World' campaign. We are confident our activation plan will ignite the conversation with our consumers and film viewers."

Michael G. Wilson and Barbara Broccoli, the SKYFALL producers added: "The level of collaboration with Heineken® is unprecedented. We are excited by the global reach and the creativity that the Heineken® team is able to deliver."

HEINEKEN will launch its marketing campaign to support the Heineken® partnership with James Bond in September 2012. The brand will focus its efforts on creating new levels of excitement for the film in on-premise establishments and retail stores across multiple markets.

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Note to editors:

Heineken and James Bond

Heineken has developed a strong and successful relationship with James Bond spanning global partnerships with 'Tomorrow Never Dies', 'The World is Not Enough', 'Die Another Day', 'Casino Royale' and 'Quantum of Solace'.

About SKYFALL

SKYFALL, from Albert R. Broccoli's Eon Productions, Metro-Goldwyn-Mayer Studios, and Sony Pictures Entertainment, is directed by Academy Award® winner Sam Mendes and stars Daniel Craig, who returns for his third film as James Bond 007.

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 www.heineken.com and on www.theHEINEKENcompany.com/presscentre, www.Facebook.com/Heineken, @Heineken

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