

Contacts:	Tamara Moore Heineken USA 914-681-4153 tmoore@heinekenusa.com	Seth Eisen MS&L 212-468-3978 seth.eisen@mslpr.com
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Heineken USA Extends and Enhances Sponsorship of the Wolf Trap Foundation Through Initiative to Reinforce Responsible Consumption

Extended Activities Helps Patrons Enjoy Performances and Arrive Home Safely

WASHINGTON – May 27, 2008 – Heineken USA today announced the renewal and enhancement of the company’s sponsorship of the Wolf Trap Foundation for the Performing Arts, which will include the Filene Center summer seasons in 2008-2010.

As part of the mission of the Wolf Trap Foundation for the Performing Arts to make the performing arts accessible to the broadest possible audiences, the organization is committed to providing public access to its summer performances at Wolf Trap National Park for the Performing Arts.

Entering its twelfth season as the official beer sponsor, Heineken USA will enhance its relationship with the Wolf Trap Foundation by introducing several new initiatives relating to the responsible consumption of alcohol beverages at the concerts.

Enjoying Wolf Trap Performances Responsibly

For the past 37 years, Wolf Trap has served beer and other alcohol beverages at performances and has also allowed patrons to bring their own food and beverages. As part of their strong commitment to patron safety, Heineken USA and the Wolf Trap Foundation have teamed up to promote three ways that patrons may make responsible choices when attending a performance:

- Signing up to become a designated driver for friends and other attendees
- Taking mass transit to the event, including the Heineken USA partially-subsidized Wolf Trap Metro Shuttle Express Bus from the West Falls Church Metro
- Calling a taxi for a ride home (service available through 703-534-1111) as part of Heineken USA’s SAFECALL program. (Check this with Suzanne)

A primary effort of the enhanced partnership will be to help subsidize the cost of an express shuttle bus that runs from the West Falls Metro Station to Wolf Trap National Park on nearly all performance nights.

In previous years, this shuttle had been offered for a \$5 roundtrip fee. Through Heineken USA's support, the shuttle will now be offered to patrons for a reduced \$3 roundtrip fee.

This program builds on the successful launch of a safe ride program the two organizations launched in October 2007 for The Barns at Wolf Trap 2007/2008 season.

"Today's announcement allows us to continue to demonstrate the commitment of Heineken USA employees to give back to the community where they live, work and sell our product," said Dan Tearno, senior vice president and chief corporate relations officer, Heineken USA. "Over the past 11 years, we've seen first-hand the impact the performing arts makes to this community. We're proud to extend our relationship and continue to help the public and private sector reinforce responsible behaviors associated with alcohol consumption." "It is through strategic philanthropic efforts like this that Wolf Trap is able to produce and present quality arts and education programs for our local community and beyond. We are pleased that Heineken's support is helping us provide the best possible service, and responsible choices, to our patrons," said Terre Jones, president and CEO of the Wolf Trap Foundation.

Additional information on the Heineken USA partially-subsidized shuttle and official responsibility sponsorship activities is available at www.wolftrap.org, the *Center Lines* program magazine and other Foundation publications and advertisements.

Heineken USA's Support of Music

Heineken USA's sponsorship of the Wolf Trap Foundation extends the company's ongoing support of the performing arts. Earlier this year, the company teamed with the world-famous Apollo Theater to create the Heineken New Legends Series of innovative and electrifying musical experiences. In 2006, the company launched the Heineken Red Star Soul series and the Independent Achiever Award to provide a platform to recognize and celebrate individual achievement in music both on the stage and behind the scenes. The award honors individuals who demonstrate the hustle, integrity and drive to succeed while inspiring others along the way.

Continued Commitment to the Washington D.C. Community

The company's sponsorship of the Wolf Trap Foundation is one element of Heineken USA's ongoing collaboration with local and regional officials to promote responsible behavior related to alcohol consumption. Other programs are coordinated with the Chicago Police Department, the Connecticut State Massachusetts State Police and Rhode Island State Police, the Metropolitan Washington, D.C. Police Department, the Florida Highway Patrol, the San Diego Police Department and the West Palm Beach,

Fla. Sheriff's Office. The company has also partnered with over half of New York State's district attorneys in the award-winning Operation Teen Proof program.

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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. Brands imported into the U.S. include: Heineken Lager, the world's most international beer brand; Heineken Premium Light; Amstel Light, a leading imported light beer brand; Heineken Dark; 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 FEMSA Cerveza of Mexico. Please visit EnjoyHeinekenResponsibly.com.