



Heineken partners with Rugby World Cup 2011 in New Zealand

Amsterdam, 17 March 2009 – Heineken is proud to announce that it will be worldwide partner and the official beer of Rugby World Cup 2011 in New Zealand.

This will be the fourth time that Heineken has been a sponsor and worldwide partner of the Rugby World Cup, having been involved in South Africa in 1995, Australia in 2003 and France in 2007.

Stefan Orlowski, Heineken's Group Commerce Director commented, "We are very excited to again be an integral part of the world's premier rugby tournament, and one of the world's leading sporting events. It is the pinnacle of the sport and is taking place in a nation that really knows and loves its rugby. As the world's most valuable, international premium beer brand, we have been associated with many high profile global sporting tournaments. We will bring this wealth of experience to the Rugby World Cup 2011 to help make this the best and most enjoyable Rugby World Cup ever. We can't wait to get started!"

RWCL Chairman Bernard Lapasset added, "We are delighted to again welcome Heineken as a worldwide partner of Rugby World Cup. The strength of the commercial programme is important to the delivery of a world class Tournament and ultimately the development of the game around the world. This ongoing relationship with the world's leading international premium beer brand is a massive boost for the Tournament. Heineken has been a long-standing supporter of Rugby World Cup and Rugby worldwide and we look forward to working with Heineken to further the promotion of Rugby as the Rugby community looks forward to Rugby World Cup 2011 in New Zealand".

Brian Blake, Managing Director Heineken New Zealand, said: "The stature and international television audience of the Rugby World Cup grows with each tournament. This will be the largest sporting event ever to come to New Zealand's shores and Heineken New Zealand is preparing to showcase the best of our country to the world. As a worldwide partner, we need to make sure there is a fantastic atmosphere for both visitors to New Zealand and Kiwi rugby fans to enjoy. We want to give them a truly memorable and unique experience."

Heineken will implement a series of activities starting early 2010 to support the partnership, building up to the first game of the tournament on September 9 with the final being played on October 23 in Auckland.

It is estimated that a cumulative audience of 4.2 billion people watched the Rugby World Cup 2007 and that this will increase for the 2011 tournament.

**Editorial information:**

Sold in almost every country in the world, Heineken is the world's leading premium beer brand and New Zealand's number one premium European lager. Heineken has been the official beer of the 1995, 2003, 2007 and now 2011 Rugby World Cup tournaments. More than 30% of Heineken's global volume is consumed in the major rugby playing nations. Heineken has been the title sponsor of The Heineken Cup – Europe's premier club championship – since 1995 and has been involved in the International IRB Rugby 7's tournament. Additional information is available on <http://www.heineken.com/> and <http://www.heinekeninternational.com/>

Press enquiries

Mariëlle Brinkmann

Tel: +31 (0)20 5239 355

Mobile: +31 (0)6 198 32 702

Marielle.Brinkmann@Heineken.com

TM © Rugby World Cup Limited 2008.