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**SAN MIGUEL BREWERY
HONG KONG LTD.**

香港生力啤酒廠有限公司

(Incorporated in Hong Kong with limited liability)
(Stock Code: 236)

CHANGE IN DIRECTORS

The Board is pleased to announce the appointment of Mr. Shobu Nishitani as non-executive director of the Company effective from 4 November 2011. The Board also announces that Mr. Keisuke Nishimura has tendered his resignation as non-executive director of the Company with effect from 4 November 2011.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The board of directors (the “Board”) of San Miguel Brewery Hong Kong Limited (the “Company”) is pleased to announce that Mr. Shobu Nishitani (“Mr. Nishitani”) has been appointed as non-executive director of the Company with effect from 4 November 2011.

Mr. Nishitani, aged 47, is Executive Financial Advisor and Director of San Miguel Brewery Inc. He is also a director of San Miguel Brewing International Limited. He served as Deputy General Manager of Finance and Accounting Department of Kirin Group Office Company, Limited. He was also the Deputy General Manager of Finance and Accounting Department of Kirin Business Expert Company, Limited (2008-2010) and Manager of Finance Group (2006-2007) and Manager of General Accounting Group (2003), Finance and Accounting Department of Kirin Brewery Company, Limited and Executive Assistant to the Chairman of Secretary Department, Kirin Brewery Company, Limited. Mr. Nishitani graduated from Waseda University in 1987 with a bachelor’s degree in Commerce and attended the Harvard Business School Program for Management Development.. He is a Chartered Member of The Securities Analysts Association of Japan.

Save for his directorships as disclosed above, Mr. Nishitani has not held any directorships in any public listed companies or other major appointment in the past three years. Apart from being non-executive director, Mr. Nishitani does not hold any other position in the Company or its subsidiaries.

Mr. Nishitani has not entered into any service agreement with the Company in relation to his appointment but he is entitled to receive an annual director’s fee of HK\$50,000 which is determined by reference to his duties and responsibilities in the Company and is subject to revision by the Remuneration Committee and the Board under the authority granted by shareholders at annual general meetings. Mr. Nishitani’s appointment as non-executive director is not for a specific term as he is subject to retirement by rotation and re-election at annual general meetings in accordance with the Articles of Association of the Company.

Mr. Nishitani does not have any relationships with any of the Company's directors, senior management, substantial shareholders or controlling shareholders (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("Listing Rules").

As at the date hereof, Mr. Nishitani has the following interests in the issued share capital of the Company's associated corporation:

	Number of common shares in San Miguel Brewery Inc.	
	Number of shares held	% of total issued shares
Common (par value of 1 Philippine peso each):	5,000*	0.000032%

**Corporate interest*

As at the date of this announcement, save as disclosed above, Mr. Nishitani does not have any other interests in any shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save for the information disclosed above, Mr. Nishitani has confirmed that there is no other information which is required to be disclosed pursuant to paragraphs (h) to (v) of Rule 13.51(2) of the Listing Rules nor any other matters relating to his appointment that need to be brought to the attention of the Company's shareholders.

The Board would like to express its warm welcome to Mr. Nishitani on his appointment.

RESIGNATION OF NON-EXECUTIVE DIRECTOR

The Board also announces that Mr. Keisuke Nishimura ("Mr. Nishimura") has resigned as non-executive director of the Company with effect from 4 November 2011 due to other business engagements which require more of his dedication. Mr. Nishimura has confirmed that there is no disagreement with the Board and there is no other matter relating to his resignation that needs to be brought to the attention of The Stock Exchange of Hong Kong Limited and the shareholders of the Company.

The Board would like to express its gratitude to Mr. Nishimura for his valuable efforts and contribution to the Company during his tenure of appointment.

By Order of the Board
San Miguel Brewery Hong Kong Ltd.
John K.L. Cheung
Company Secretary

Hong Kong, 4 November 2011

As at the date of this announcement, the Board of the Company comprises the executive director, Mr. Peter K. Y. Tam, the non-executive directors, Mr. Ramon S. Ang (Chairman), Mr. Carlos Antonio M. Berba (Deputy Chairman), Ms. Chan Wen Mee, May (Michelle), Mr. Thelmo Luis O. Cunanan Jr., Mr. Teruyuki Daino, General Benjamin P. Defensor, Jr., Mr. Taro Matsunaga and Mr. Shobu Nishitani; and the independent non-executive directors, Dr. The Hon. Sir. David K. P. Li, Mr. Ng Wai Sun and Mr. Carmelo L. Santiago.