



**SAN MIGUEL BREWERY
HONG KONG LTD.**

香港生力啤酒廠有限公司

PRESS RELEASE

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San Miguel Brewery Hong Kong Limited to distribute KIRIN beer in Hong Kong

June 14, 2012, Hong Kong – San Miguel Brewery Hong Kong Limited (“SMBHK”), the no. 1 beer company in Hong Kong, and Kirin Brewery Company, Limited (“Kirin Brewery”), the maker of the world famous KIRIN ICHIBAN, announced today the signing of an exclusive distributorship agreement. Under the terms of the agreement, SMBHK will exclusively distribute Kirin beer products in Hong Kong starting July 1, 2012. The formal signing ceremony and launch party was held at Hebe Haven Yacht Club today. Mr. Takeshi Minakata, General Manager – Corporate Planning of Kirin Brewery and Mr. Peter Tam, Managing Director of SMBHK were present to sign the agreement kick-starting this long-term cooperation. Other distinguished attendees included Mr. Seiichi Hashimoto, Managing Director of Kirin Holdings Company, Limited and Mr. Carlos Berba, Managing Director of San Miguel Brewing International Limited (“SMBIL”) were also present to witness this important milestone.

The signing ceremony was followed by a launch party where the new Japanese partner and its celebrated products were formally introduced to the SMBHK personnel. The party began with a toast from both Mr. Tam and Mr. Minakata, respectively. Mr. Tam stated, “I am most delighted to have Kirin beer products as part of our portfolio of brands in Hong Kong. As the Hong Kong market becomes more developed and beer-sophisticated, SMBHK endeavours to provide the beer for every type of consumer in every occasion and in every place. We are most confident that Kirin beer will play a significant role in the Hong Kong beer market.”

“SMBHK has been operating successfully in Hong Kong for years. We believe that with their experiences and extensive distribution network, KIRIN ICHIBAN and other Kirin beer products will be able to reach more consumers in Hong Kong.” said Mr. Minakata in his speech. “We look forward to letting more consumers in Hong Kong enjoy the excellent Kirin beers brewed employing the finest Japanese craftsmanship.”

Kirin beers are loved by consumers all around the world, especially for KIRIN ICHIBAN, it is one of the best selling beers in Japan since its launch in 1990. KIRIN ICHIBAN is brewed using the unique and uncompromising brewing process “Ichiban Shibori”. “Ichiban Shibori”, which means “First Press”, utilizes only the purest, flavorsome liquid from a single pressing of the finest ingredients. The combination of First Press and 100% malt makes KIRIN ICHIBAN exceptionally clear yet rich taste.



About San Miguel Brewery Hong Kong Limited

San Miguel Brewery Hong Kong Limited ("SMBHK") is the number one beer company in Hong Kong. Originally established in the Philippines in 1890, San Miguel started exporting to Hong Kong in 1914 and established its first brewery in Sham Tseng, Hong Kong in 1948. In 1996, it inaugurated a new brewery in Yuen Long; and today, SMBHK is the only international beer company having a large scale brewery in Hong Kong.

SMBHK has a comprehensive beer portfolio that satisfies different consumer needs and it includes: San Miguel, San Mig Light, San Miguel Premium All-Malt, Blue Ice, Budweiser, Hoegaarden, Stella Artois, Boddingtons, Leffe, Beck's, Lowenbrau, Harbin, James Boag's, Samuel Adams, Knight, Valor, Bruck and Polar Ice. For more information, please visit <http://info.sanmiguel.com.hk>

About Kirin Brewery Company, Limited

Established in 1907, Kirin Brewery Company, Limited has been the leading alcoholic beverage company in Japan. In 1954, Kirin became the no. 1 beer company in Japan. In 1990, it introduced KIRIN ICHIBAN to the market and KIRIN ICHIBAN became one of the best selling beers in Japan until today. The "Ichiban Shibori" method of brewing beer remains a unique technique in the world.

Kirin's philosophy "Good Taste Makes You Smile" embodies Kirin Group's commitment to deliver, for another 100 years, superior taste and a new level of joy through the entire range of products and services.

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