



## **InBev partners with PepsiAmericas to introduce Beck's® in Poland**

### **Exclusive long-term alliance offers great win-win**

MINNEAPOLIS/BRUSSELS - June 28/29, 2005 - PepsiAmericas, Inc. (NYSE: PAS) and InBev (Euronext: INB) announced today they have entered into an exclusive partnership to sell and distribute Beck's® in Poland. Beck's® will be available to consumers beginning July 4, 2005.

The Polish beer market is an attractive one, with more than 30 million hectoliters - approximately 22 million barrels - and an annual growth rate of 4%, according to CANADEAN (an independent research company). The beer category in Poland is expected to continue to grow, as consumers increasingly trade up to higher quality premium beers - such as Beck's®. PepsiAmericas operates one of the strongest sales and distribution networks in Poland which services more than 40,000 retail accounts, and will now make Beck's available to complement its already strong and growing portfolio.

Poland, which joined the European Union in May 2004, has a population of more than 38 million people.

"We are enthusiastic about our partnership with InBev," said Ken Keiser, President and Chief Operating Officer of PepsiAmericas. "The addition of Beck's®, one of InBev's global flagship brands, to our already-strong portfolio of beverage products, gives us an even greater opportunity to increase consumption occasions, relevancy to our customers, and to more efficiently use our assets."

Brent Willis, InBev's Chief Commercial Officer commented, "InBev is excited about entering the Polish market and specifically the highly profitable and fast-growing premium segment. Our partnership with PepsiAmericas provides us access to one of the best distribution networks and sales forces in Poland."

### **About InBev**

InBev is a publicly traded company (Euronext: INB) based in Leuven, Belgium. The company's origins date back to 1366, and today it is the leading global brewer by volume. InBev's strategy is to strengthen its local platforms by building significant positions in the world's major beer markets through organic growth, world-class efficiency, targeted acquisitions, and by putting consumers first. InBev has a portfolio of more than 200 brands, including Stella Artois®, Brahma®, Beck's®, Skol®-the third-largest selling beer brand in the world-Leffe®, Hoegaarden®, Staropramen® and Bass®. InBev employs some 77,000 people, running operations in over 30 countries across the Americas, Europe and Asia Pacific. In 2004, InBev realized a net turnover of 8.57 billion euro (including four months of AmBev). For further information visit [www.inbev.com](http://www.inbev.com).

### **About PepsiAmericas**

PepsiAmericas is the world's second-largest manufacturer, seller and distributor of Pepsi-Cola beverages with operations in 19 U.S. states, Poland, Hungary, the Czech Republic and Republic of Slovakia, and the Caribbean including Puerto Rico, Jamaica, the Bahamas, Barbados, and Trinidad and Tobago. For more information on PepsiAmericas, please visit our Web site at [www.pepsiamericas.com](http://www.pepsiamericas.com).

### **PepsiAmericas Cautionary Statement**

This release contains forward-looking statements of expected future developments, including expectations regarding volume growth, increased consumption occasions and more efficient use of assets associated with the PepsiAmericas-InBev arrangement. These forward-looking statements reflect management's expectations and are based on currently available data; however, actual results are subject to risks and uncertainties, which could materially affect actual performance. Risks and uncertainties that could affect our future performance include, but are not limited to, the following: competition, including product and pricing pressures; changing trends in consumer tastes; changes in our relationship and/or support programs with PepsiCo and other brand owners; market acceptance of new product offerings; weather conditions; cost and availability of raw materials; and changing legislation. Any forward-looking statements should be read in conjunction with information about risks and uncertainties set forth in our Securities and Exchange Commission reports, including our Annual Report on Form 10-K for the year ended January 1, 2005.

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