

HEINEKEN N.V.

Executive Board

K. Vuursteen



12 January 1996

Bernie Grant, Esq. MP
House of Commons Westminster
LONDON SW1A 0AA
United Kingdom

Dear Mr. Grant,

First of all I would like to thank you for accepting my apology in response to the fax sent by Mr. Kos on December 20, 1995, to Planet 24. My colleagues and I, within the Executive Board of Heineken, are truly impressed with your generous public statement after receiving my letter.

In your response you have suggested Heineken to show its good will by making a donation to African-owned charity organizations. My colleagues and I have given this - and similar suggestions made by a number of organizations - a great deal of serious thought. After all we have unintentionally offended a large number of people.

However, we feel that simply donating money will justifiably be seen as buying off guilt in the sense that 'you can get away with anything as long as you have the money'. Secondly we are convinced that credibility cannot and should not be bought, but earned by the Heineken company in day to day business. Thirdly we feel that, other than a public apology and a correct way of conducting business, nothing can be done to wash away the shame that has come over us.

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Executive Board

As stated in my first letter to you: Heineken denounces all discrimination and will live up to that.

Yours Sincerely,

k. Juntun

K. Vuursteen
Chairman