

November 30, 2007

To whom it may concern

Asahi Breweries

**Asahi to raise the prices of beer, happoshu, new genre and beer-taste soft drink**

Asahi Breweries, Limited (“Asahi”) announced it would raise the prices of its domestic manufactured beer<sup>1</sup>, happoshu, new genre and beer-taste soft drink from March 1, 2008.

The prices for its beer-type products have been substantially left untouched since March 1990<sup>2</sup>, except the revision according to the tax reform. However, Asahi has unavoidably decided to revise the prices of its beer-type products, because it become a severe situation to cover the sudden rise of raw materials by a cost reduction.

Asahi has implemented a management rationalization by a cost reduction and an improvement of productivity in manufacture, distribution, sales and management each section.

However, the prices of raw materials, such as malts, corns, aluminum and paper materials, have been increasing significantly since last year. Asahi’s raw materials costs for fiscal 2008 are expected to become a scale that exceeds the amount of the cost increase estimated in fiscal 2007(over 7 billion yen).

The situation of such a sudden rise of the raw material prices is presumed to continue in middle term and is a situation with a difficult correspondence only by corporate efforts by reduction in costs.

Therefore, Asahi unavoidably decided to rise the prices of beer, happoshu, new genre and beer-taste drink products for continue to provide high-quality products. At the same time, Asahi decided to abolish the suggested wholesale price and the suggested retail price of the beer-taste soft beverage.

Asahi will continue to make an effort for improvement of its managements efficiency while providing customers the new values through high quality products.

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<sup>1</sup> . An exported products such as Löwenbräu, Bass Pale Ale, Tsingtao, and Bell-vue Kriek are off the subject.

<sup>2</sup> Asahi entered the happoshu market in 2001 and the new genre market in 2005.