



ANNOUNCEMENT

Date: May 7, 2009
To: Singapore Exchange Securities Trading Limited
Subject: Increase of Excise Taxes on Alcoholic Beverages in Thailand

Thai Beverage Public Company Limited (“THBEV”) would like to inform investors that the Ministry of Finance, has on May 6, 2009, issued the Ministerial Regulation relating to Determination of Type of Spirits and Spirits Tax Rate (No.4) B.E. 2552, declaring an increase in the excise taxes of certain categories of alcoholic beverages with immediate effect. Excise tax in Thailand is imposed by one of two methods, either an ad valorem rate, meaning a percentage of the ex-factory price or a specific rate, which is an amount in Baht on every one liter of pure alcohol of the product. A table is given below to illustrate the tax structure before and after the new rise.

The tax on white spirits will now rise from a specific rate of 110 Baht per liter to 120 Baht per liter and the ad valorem rate will remain the same. Our white spirits will be subject to the specific rate.

Compound spirits, which includes brands such as Hong Thong and Blend 285, will see a specific rate increase from 280 Baht to 300 Baht while the ad valorem rate will remain the same.

The Management is considering the effect of these tax rises but would like to remind investors that tax rises are a normal part of business in this industry and advise investors to look at investments in ThaiBev in the long-term. In brief, we expect the excise tax and accompanying municipal, health and Thai PBS taxes, which remain unchanged, to cause a rise of approximately 2-3 Baht per bottle of white spirits, approximately 6 Baht on compound spirits and approximately 5 baht on beer.

We will keep investors aware of issues that impact the company.

Please be informed accordingly.

Yours faithfully,

Thapana Sirivadhanabhakdi
President and CEO



TABLE 1: Excise taxes before and after the rise on May 6, 2009

	Ad Valorem Rate			Specific rate	
	% Ex-factory			Baht/ unit	
	OLD	NEW		OLD	NEW
Beer	55	60	Liter of pure alcohol	100	100
White spirits	50	50	Liter of pure alcohol	110	120
Compounded spirits	50	50	Liter of pure alcohol	280	300
Brandy	45	48	Liter of pure alcohol	400	400