



ANNOUNCEMENT

Date: October 28, 2009

To: Singapore Exchange Securities Trading Limited

Subject: Mr. Barrie Jackson, President of International Beverage Holdings Limited (“IBHL”) will Step Down from Full Time Position to Become Advisor to the Board of IBHL

We, Thai Beverage Public Company Limited (“THBEV”) announced today that Mr. Barrie Jackson, President of IBHL, will step down from his full time position to become Advisor to the Board of IBHL. Mr. Thapana Sirivadhanabhakdi, President and CEO of THBEV, will assume responsibility for the international business. These changes come into effect from November 1, 2009.

Mr. Thapana Sirivadhanabhakdi stated “Barrie Jackson has led the development of IBHL with distinction since taking on the role in 2005. During his time with the company international sales of THBEV brands, including our flagship beer brand ‘Chang’, have grown significantly while at the same time expanded into new markets. Our Scotch Whisky business, Inver House Distillers, has achieved a turnaround in profitability while investing more behind the brands. Mr. Barrie had indicated some time ago of his wish to step down from his full time position with the company. I am therefore pleased that we have been able to achieve this while maintaining Mr. Barrie’s input to the Board of IBHL.”

Mr. Barrie Jackson stated “I am very pleased to be handing over the international business at such a successful time in its development. I am confident that our team will continue to see rapid growth as they take the business forward. I look forward to advising the Board to help it achieve its goals in the future.”

Please be informed accordingly.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Thapana Sirivadhanabhakdi".

Thapana Sirivadhanabhakdi
President and CEO