



ANNOUNCEMENT

Date: April 21, 2010
To: Singapore Exchange Securities Trading Limited
Subject: Incorporation of Indirect Wholly Owned Subsidiary - Super Brands Company Pte Ltd

We, Thai Beverage Public Company Limited (“**THBEV**”), would like to announce that International Beverage Holdings Limited (“**IBHL**”), a direct wholly owned subsidiary of THBEV, has incorporated a new wholly owned subsidiary, Super Brands Company Pte Ltd (“**Super Brands**”), in Singapore.

Super Brands has a registered capital of S\$10,000 with fully paid-up capital consisting of 10,000 ordinary shares with a par value of S\$1. Super Brands will be a brand owning company of THBEV group.

The aforesaid investment was funded through internally generated funds and is not expected to have any material impact on the earnings per share and net tangible assets of THBEV for this financial year.

To the best knowledge of the directors of THBEV (the “**Directors**”), none of the Directors or substantial shareholders of THBEV has any direct or indirect interest in the aforesaid transaction.

Please be informed accordingly.

Yours faithfully,

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

Thapana Sirivadhanabhakdi
President and CEO

Handwritten initials and a signature in purple ink, located in the bottom right corner of the page.