



**Press Release
For Immediate Release**

ThaiBev launches Mekhong rum in US

Singapore, 6 May 2008 – Thai Beverage PLC is pleased to announce the launch of its signature Mekhong Traditional Thai Spirit in the United States (“US”) through its subsidiary, International Beverage Holdings. (“IBHL”) USA. Beginning on 1 May 2008, the launch will feature exclusive tasting events in New York and Los Angeles, highlighting the premium positioning of Mekhong in the US.

InterBev USA president John Lennon said: "Peru has its Pisco, Mexico its Tequila and Brazil its Cachaca. Mekhong, which has long been the pride of Thailand, will quickly find its place here in the US and enjoyed by the American market."

Mekhong is one of the best-selling golden spirits brands in Thailand and has been the pride of Thailand for 67 years. Developed to complement the taste and flavour of Thai food, Mekhong has 35% alcohol-by-volume and is made mostly from sugar cane and rice, infused with a secret blend of herbs and spices.

An extensive marketing and promotional campaign has been planned to position Mekhong as the Spirit of Thailand, which blends well in cocktails. To introduce Mekhong to the cocktail circuit in the US, the campaign will feature 13 new Mekhong cocktail recipes to encourage cocktail connoisseurs to try the product. Emphasis will be placed on the Sabai Sabai, the traditional welcome drink in Thailand.

IBHL USA is one of five global regional offices of International Beverage Holdings, which is ThaiBev's international arm.

- Ends -

For additional information, please contact:

Richard Jones
Assistant Vice President, Investor Relations, Corporate Communications
Tel. +66 2 1275 035
Email: richard.j@thaibev.com

Jeffrey Fang/Charis Lee
Gavin Anderson & Company
Tel. +65 6339 9110
Email: jfang@gavinanderson.com.sg / clee@gavinanderson.com.sg

About Thai Beverage PLC

Thai Beverage PLC is the leading producer of beer and spirits in Thailand and one of the leading brewers and distillers in Southeast Asia. Its main products are beer and spirits of which there are 30 brands. Their signature beer, Chang Beer, is the best-selling beer in Thailand and its recognized spirits brands include SangSom, Mekhong and Mungkorn Thong. The Group owns three state-of-the-art breweries with a total capacity of 1,550 million liters per year and 18 well-equipped distilleries with a total production capacity of 819 million liters per year. Thai Beverage PLC has established an extensive integrated distribution network with long-standing customer relationships covering approximately 400,000 points of sale in Thailand, and exports its beer and spirits to 19 other countries. In recognition of its effort in maintaining a high level of corporate transparency since its listing on the Main Board of the Singapore Exchange on 30 May 2006, Thai Beverage PLC was conferred a Merit Award for “Most Transparent Company – New Issue” in September by the Securities Investors Association of Singapore (SIAS) in its Investors’ Choice Awards 2006. The Group also won “Best investor relations in the Singapore market by a Thai company” at IR Magazine’s Southeast Asia Awards in 2006 and 2007.