



PRESS RELEASE

THAI BEVERAGE APPOINTS HEAD OF INVESTOR RELATIONS

Singapore, 17 August 2006 – Thai Beverage Public Company Limited (“Thai Beverage”), the leading producer of beer and spirits in Thailand, is pleased to announce that it has appointed Richard Jones as Head of Investor Relations. This appointment comes soon after its listing on 30 May 2006, emphasising its commitment to corporate transparency and disclosure to retail shareholders and institutional investors.

Richard Jones has been residing in Thailand for more than 20 years. For over 11 years, he worked for the Shin Group, Thailand’s largest telecommunications conglomerate. After three years in Shinawatra International Plc, he moved to Thailand’s national satellite operator, Shin Satellite Plc, where he worked in public relations and marketing communications before setting up the company’s first investor relations department in 2000. In 2005, he became its head of corporate communications, a position he held until joining Thai Beverage in August 2006.

In his new role, Richard will be responsible for managing Thai Beverage’s Investor Relations initiatives globally and for ensuring that shareholders and the general public receive timely and regular updates on corporate developments.

Mr Kasemsant Weerakun, Vice President of Corporate Communications at Thai Beverage, said, “Richard brings with him many years of experience in the areas of investor and public relations. Now that we are a listed company, we intend to work closely with him to ensure that the highest standards of corporate transparency and effective communication are met. We are pleased to have him as part of our team.”

A graduate of the University of Wales, Richard completed a master of management from Thailand’s prestigious Sasin Graduate Institute of Business Administration in 2004. Fluent in Thai, he is also the author of several books and articles on Thailand and its Royal Family.

Listed on the Main Board of the SGX in 30 May 2006, Thai Beverage is the largest listing in Singapore since 1993 and one of the top ten largest listed companies on the SGX based on a market capitalization of S\$7.2 billion (based on S\$0.285 as at 11 August 2006).

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For media queries, please contact:

Sharon Seetho, Gavin Anderson & Company, Singapore, +65 6339 9110

About Thai Beverage

Thai Beverage 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. Thai Beverage owns three state-of-the-art breweries with a total installed capacity of approximately 10,900.0 thousand hectoliters and 16 well-equipped distilleries with a total installed capacity of approximately 87,777.8 thousand cases. Thai Beverage 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.

Thai Beverage was listed on the Main Board of the Singapore Exchange on 30 May 2006. The joint global coordinators and bookrunners for its initial public offering were Deutsche Bank AG, Singapore Branch, J.P. Morgan (S.E.A.) Limited, Merrill Lynch (Singapore) Pte. Ltd., Phatra Securities Public Company Limited and SCB Securities Co., Ltd. The initial public offering in Singapore was underwritten by Deutsche Bank, JPMorgan, Merrill Lynch and DBS Bank Ltd.