

Heineken Guzzles Web Traffic From Matrix Reloaded Opening

Beer-Maker's Share of Visits Rises Over 1800%

NEW YORK, NY--(MARKET WIRE)--May 21, 2003 -- Hitwise, the world's leading online competitive intelligence service providing daily insights, reports that Heineken, via cross media promotions and savvy online media buying, successfully capitalized on frenzied online activity surrounding the opening of the Matrix Reloaded last week.

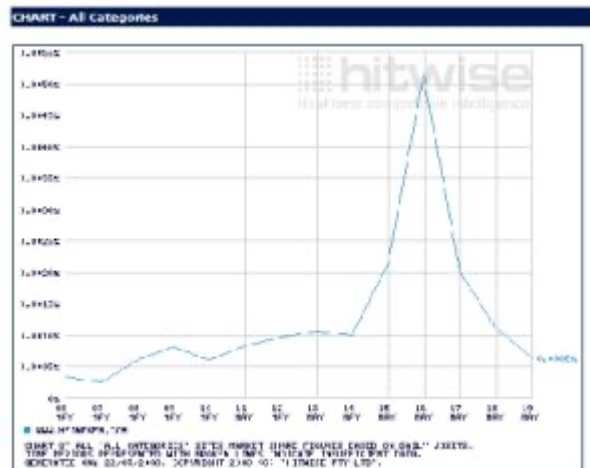


While several products (including PowerAde sports drink, Cadillac, & Samsung) have high value marketing tie-ins for *Matrix Reloaded*, Heineken alone was able to reap immediate benefits from this relationship online.

Market share of total U.S. visits to www.heineken.com steadily increased in the week prior to the movie's opening on May 15th, rising 281% between May 7th and May 14th - the day before the general theatrical release of the much anticipated sequel to 1999's *The Matrix*. Over the next two days -- May 15th and 16th -- as the film opened to the general public, its market share increased an additional 415% before quickly returning to pre-campaign levels by the 18th.

As a percentage of its total visits, the Heineken website witnessed a much larger percentage increase in visits, than the official movie website.

Market share of total U.S. visits for whatisthematrix.warnerbros.com increased steadily in the week prior to the opening, rising 175% from May 7th through May 14th. The site's market share increased an additional 68% over the opening weekend.



Heineken's success can be traced not only to its extensive offline efforts to date (which include a media and print campaign heavily influenced by the look and feel of the

film) but to savvy online media placement as well. During this period, Heineken's promotional ads on Yahoo! Movies provided 50.95% of Heineken.com's upstream traffic.

"This is a great case study in cross media synergy for a low-consideration marketer like Heineken," said Chris Maher, General Manager of Hitwise, North America.