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**CELEBRATE THE "YEAR OF THE BOAR" WITH
TSINGTAO'S EXCITING CHINESE NEW YEAR'S PROMOTION**

CHICAGO – December 2006 – According to Chinese tradition, the "Year of the Boar", starting on February 18, 2007, will be a year of plenty. Signifying freedom, ease of life and abundance, the "Year of the Boar" will be a year where one can live life to the hilt, socialize more and make numerous friends.

Chinese New Year is also an excellent time to promote authentic Tsingtao Lager, the number one imported Chinese beer in the United States, and smooth, light-tasting Tsingtao Pure Draft (select markets), with an array of promotional materials designed to capture attention and increase sales during this festive holiday.

"The festivities surrounding Chinese New Year provide an excellent opportunity to generate ad features and displays for both Tsingtao Beer Brands," said Tom Willett, Tsingtao Marketing Manager. "We strongly encourage retailers to take advantage of this unique promotional opportunity by utilizing thematic point-of-sale materials to celebrate the Year of the Boar."

For off-premise accounts, Tsingtao has produced P.O.S. items sure to generate consumer excitement at retail, including bright red hanging lanterns, two-sided satin banners, basewrap, easel cards and tuck-in price cards. And in markets where legal, Tsingtao and Annie Chun's All Natural Asian Cuisine, a leading producer of Asian meal kits, noodles and sauces, are teaming up with a chain grocery coupon program that offers IRC's on Annie Chun food products. Tsingtao's alliance with Annie Chun's creates the perfect opportunity for out-of-department displays in the Asian food, meat and produce sections.

On-premise accounts can decorate their establishments with "Year of the Boar" bamboo wall calendars, hanging lanterns, 1-sided satin banners and acrylic menu holders to ring in Chinese New Year. A "Year of the Boar" menu card program will feature custom menu imprinting in English or Chinese for all accounts that order menu holder insert cards. Tsingtao pens and "Year of the Boar" t-shirts will also be available to merchandise key accounts or for use as consumer giveaways.

"Tsingtao Beer has always supported Chinese New Year celebrations when consumers are eager to experience a truly authentic Asian imported beer," said Willett. "We wish our customer and retailers a happy and prosperous New Year."

Tsingtao Website Offers Chinese New Year Fun Facts

Consumers interested in the Chinese New Year can surf the Tsingtao website at www.tsingtaobeer.com to pick up fun facts about the holiday and the Chinese zodiac. The website includes background on the holiday, a listing of Chinese New Year celebrations and it enables people to type in their birth date to determine their Chinese zodiac sign. Consumers can also learn which personal characteristics are attributed to their zodiac sign and which celebrities share their sign. Well-known people born in the Year of the Boar include: Henry Kissinger, David Letterman, Hillary Rodham Clinton, Elton John, Lucille Ball, Lance Armstrong, Marie Osmond and the Dalai Lama.

Tsingtao Beer, the number-one imported Chinese beer in the United States, is brewed and bottled by the Tsingtao Brewery in China.

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