

English Translation of Original Japanese

This is a translation of the original notice in Japanese. In the event of any discrepancy, the original notice in Japanese shall prevail.

ASAHI BREWERIES, LTD.

March 18, 2011

Dear Shareholders:

ASAHI BREWERIES, LTD. (the “Company”) would like to express its deepest sympathy and condolences to the victims of 2011 Tohoku district-off the Pacific Ocean Earthquake and our sincere hopes for the earliest possible relief and recovery of the affected areas.

In relation to the damage situation of Asahi Group, some manufacturing facilities were suffered from the earthquake, and we will continue to work however to assess the impact.

In view of the emergency situations, the Company decided to cancel the Forum for the Shareholders scheduled to be held after the 87th General Annual Meeting of the Shareholders of the Company. However, the 87th Annual General Meeting of Shareholders of the Company will be held at 1:00 p.m., Friday, March 25, 2011 (JST) as scheduled.

Sincerely,

Naoki Izumiya, President and Representative Director
ASAHI BREWERIES, LTD.
23-1, Azumabashi 1-chome, Sumida-ku, Tokyo