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CCU ANNOUNCES RECORD DATES AND CHILEAN SUBSCRIPTION PERIOD FOR RIGHTS OFFERING

Santiago, Chile, August 30, 2013, Compañía Cervecerías Unidas S.A. (**NYSE: CCU**) today announced information regarding the rights offering (the “Rights Offering”), which is part of the issuance of 51,000,000 shares under the capital increase approved by CCU’s shareholders at its Extraordinary Shareholders Meeting held on June 18, 2013.

Each share of common stock held of record on September 7, 2013 will entitle its holder to receive 0.1601241 transferable rights to subscribe for common stock. The Chilean subscription period for the share rights will begin on September 13, 2013 and will end on October 12, 2013.

JPMorgan Chase Bank, N.A., as the depositary for CCU’s American Depositary Shares (“ADSs”), is expected to distribute to holders of ADSs (each representing 2 shares of common stock) transferable rights to subscribe for new ADSs at the rate of 0.1601241 ADS rights for each ADS held as of the ADS record date. Each ADS right gives the holder the right to subscribe for one new ADS.

The record date for determining the holders of ADSs who are entitled to receive the distribution of ADS rights is September 9, 2013. Fractional ADS rights will not be distributed, and any fractional entitlements to ADS rights will be aggregated and the underlying fractional share rights will be sold by JPMorgan Chase Bank, N.A. at the end of the ADS subscription period along with those share rights represented by unexercised ADS rights. Net proceeds from any such sales will be distributed to ADS holders entitled thereto. Additional information about the ADS rights offering will be provided when available.

The shares of common stock to be offered in the preemptive rights offering have been registered in Chile with the Chilean Securities and Insurance Superintendency (the “Superintendencia de Valores y Seguros,” or “SVS”). The shares of common stock and rights to subscribe for shares of common stock to be offered in the preemptive rights offering have also been registered in the United States pursuant to an effective registration statement previously filed with the U.S. Securities and Exchange Commission.

For further information regarding the ADS rights offering, please contact:

INNISFREE M&A INCORPORATED
501 Madison Avenue, 20th Floor
New York, NY 10022

ADS Holders May Call:
888-750-5834 (Toll-Free From the US)
+1-412-232-3651 (From Other Countries)

Banks, Brokers and Institutional Holders May Call:
+1-212-750-5833 (Collect)

Safe Harbor Statement

This press release contains certain statements that describe estimates CCU Board and management related to financial condition and prospects for future growth opportunities and future prospects for CCU operations based on information currently available.

This press release contains certain statements that describe CCU management's beliefs concerning future business conditions and prospects, growth opportunities and the outlook for CCU's business based upon information currently available. Such statements are "forward-looking" statements within the meaning of Section 27A of the U.S. Securities Act of 1933, as amended.

Forward-looking statements include, without limitation, any statement that may predict, forecast, indicate or imply future results, performance or achievements, and may contain words like "believe," "anticipate," "expect," "envisages," "will likely result," or any other words or phrases of similar meaning. These forward-looking statements are based upon assumptions CCU management believes are reasonable. Such forward-looking statements are subject to risks and uncertainties which could cause CCU's actual results, performance and achievements to differ materially from those expressed in, or implied by, these statements, including, among other things, the risks and uncertainties disclosed in CCU's most recent Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission. There can be no assurance that the Rights Offering will be completed. CCU assumes no obligation to update any forward-looking statements.

This press release and its contents are proprietary and may not be reproduced or otherwise disseminated in whole or in part, without our prior written consent.

This press release does not constitute or form part of any offer or invitation or inducement to sell or issue or the solicitation of an offer to buy or subscribe for, any shares or other securities issued by us, nor shall it or any part of it or the fact distribution is the basis of, or be invoked in connection with, any contract.

The information contained in this publication is a brief description of the characteristics of the Rights Offering and the issuer, and does not contain all the information required to make an investment decision. Older records about the issuer are available at the headquarters of the issuer, at the offices of the underwriters and Superintendencia de Valores y Seguros. More complete information regarding the Rights Offering can be found in the prospectus filed in connection with the application for registration to the Registrar of Securities, a copy of which can be found on the site www.ccu.cl or www.ccuinvestor.com

Notice to Investors:

Before making an investment decision, interested parties are advised to obtain and review information about the financial position of the issuer and evaluate the suitability of the offered securities.

Local placement agents for the Rights Offering are required to provide any interested party with the Spanish-language prospectus that was filed with the SVS for the purposes of the registration of the shares in the Securities Registry (Superintendencia de Valores) of the SVS, before making their investment.

About Compañía Cervecerías Unidas S.A.

We are a diversified Chilean company engaged through our subsidiaries in the beverages and confectionary businesses, operating in Chile, Argentina and Uruguay. We also export wine to more than 85 countries. We have a broad product portfolio of highly recognized brands. Based on our estimates, we are, by market share based on volume, the largest Chilean brewer, the second-largest brewer in Argentina, the second-largest Chilean soft drink producer, the third-largest wine producer in the domestic Chilean market, the second-largest Chilean wine exporter, the largest Chilean bottled water and nectars producer, the largest Chilean pisco producer and distributor and the second-largest Chilean juices producer. We also participate in the home and office bottled water delivery, rum distribution and confectionary industries in Chile. We have licensing and/or distribution agreements with Heineken Brouwerijen B.V., Anheuser-Busch International Inc., Cervecería Austral S.A., Cervecería Modelo S.A. de C.V., PepsiCo Inc., Stokely Van Camp Inc., Pepsi Lipton International Limited, Seven-Up International (a division of The Concentrate Manufacturing Company of Ireland), Schweppes Holdings Limited, Promarca S.A., Arthur Guinness Son & Company (Dublin) Limited and Guinness Overseas Limited, Nestlé S.A., Société des Produits Nestlé S.A., Nestec S.A., Pernod Ricard Chile S.A. and Compañía Pisquera Bauzá S.A.