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CCU ENTERS IN PARAGUAY

(Santiago, Chile, December 23rd, 2013) - Compañía Cervecerías Unidas S.A. (CCU) informs to the market that it executed today various agreements and contracts with Cartes Group in Paraguay, in virtue of which acquired 50.005% of Bebidas del Paraguay S.A. –owner of productive assets and brands through which it develops the business consisting of the production, marketing and sale of alcoholic and non-alcoholic drinks, such as soft drinks, juices, water, beer and cane, under various brands, both proprietary and under licensees and imported- and 49.995% of Distribuidora del Paraguay S.A., company which distributes the products of the first one. For 2013 the estimated sales of these companies are USD 45,000,000 and 450,000 hectoliters. Through this transaction, which will be consolidated by CCU, CCU enters the Paraguayan market associated with Cartes Group, present in various economic sectors in the country.

The association is mainly embodied by a capital injection in the above mentioned companies, in order to enhance and expand the business, taking advantage of the sustained growth experienced by the beverage industry in Paraguay in recent years, capitalizing on the experience and contributions of the parties.

This acquisition is consistent with the objectives informed to the market during the capital increase carried out this year by CCU, among which was mentioned as a source of inorganic growth "*Enter new surrounding markets with focus on our core business*".

CCU is a diversified beverage company operating principally in Chile, Argentina and Uruguay. CCU is the largest Chilean brewer, the second-largest Argentine brewer, the second-largest Chilean soft drink producer, the second-largest Chilean wine producer, the largest Chilean mineral water and nectars producer, the largest pisco distributor and also participates in the HOD, rum and confectionery industries in Chile. The Company has licensing agreements with Heineken Brouwerijen B.V., Anheuser-Busch Incorporated, PepsiCo Inc., Schweppes Holdings Limited, Guinness Brewing Worldwide Limited, Société des Produits Nestlé S.A., Pernod Ricard and Compañía Pisquera Bauzá S.A..