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CCU ANNOUNCES LAUNCH OF OFFERING

Santiago, Chile, August 21, 2013, Compañía Cervecerías Unidas S.A. (**NYSE: CCU**) today announced that it will launch an underwritten public offering of 22,583,797 shares of common stock in the form of shares, in the case of the offering in Chile (the “Chilean Offering”), or American Depositary Shares (“ADSs”), in the case of the offering in the United States and elsewhere outside of Chile (the “International Offering” and, together with the Chilean Offering, the “Offering”). Each ADS represents two shares of CCU’s common stock. The ADSs initially will be evidenced by American Depositary Receipts. This public offering is part of the issuance of 51,000,000 shares under the capital increase approved by the CCU’s Extraordinary Shareholders Meeting on June 18, issue registered in the Superintendencia de Valores de Seguros de Chile under N ° 980 dated July 23, 2013.

The securities are being offered pursuant to an effective shelf registration statement previously filed with the U.S. Securities and Exchange Commission (“SEC”), and a preliminary prospectus supplement and accompanying prospectus filed with the SEC as part of the shelf registration statement.

Interested parties should read the preliminary prospectus supplement for this Offering, the prospectus in the registration statement and the other documents that CCU has filed with the Securities and Exchange Commission that are incorporated by reference into the preliminary prospectus supplement for more complete information about CCU and this Offering. Copies of the preliminary prospectus supplement and the accompanying prospectus related to the Offering may be obtained by calling J.P. Morgan Securities LLC collect at (212) 834-4533, Citigroup Global Markets Inc. toll-free at (800) 831-9146, Deutsche Bank Securities Inc. toll-free at (800) 503-4611 and Goldman, Sachs & Co. toll-free at (866) 471-2526 or from CCU’s website at www.ccu.cl or www.ccuinvestor.com. A copy of these documents may also be obtained by visiting EDGAR on the SEC website at www.sec.gov.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy the securities described herein, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful.

CCU expects to use the net proceeds from the Offering together with cash from operations, to finance the growth of its businesses, both organically (existing businesses, through investments to increase capacity, purchase machinery, equipment, packaging and marketing assets, and investments in technology and distribution assets) and inorganically (new businesses) to finance the expansion and

growth that includes the above strategy, also seeking to preserve the financial strength of the Company's balance sheet.

J.P. Morgan Securities LLC is acting as Sole Global Coordinator and joint bookrunner and Citigroup Global Markets Inc., Deutsche Bank Securities Inc. and Goldman, Sachs & Co. are acting as joint bookrunners for the International Offering, and J.P. Morgan Corredores de Bolsa SpA, Banchile Corredores de Bolsa S.A. and Larrain Vial S.A. Corredora de Bolsa are acting as local placement agents for the Chilean Offering.

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, (a) 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 and (b) the risk factors disclosed by CCU in the preliminary prospectus supplement for this Offering. There can be no assurance that the Offering will be completed. CCU assumes no obligation to update any forward-looking statements.

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This presentation 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, therefore, any contract.

For further information regarding risks, uncertainties and assumptions that may affect our expectations of future performance, please refer to the relevant prospectus and prospectus supplement filed with the SEC, including, without limitation, the sections entitled "Risk Factors" and "Forward-Looking Statements".

The information contained in this publication is a brief description of the characteristics of the issue and the issuer, not being this all the information required to make an

investment decision. Older records are available at the headquarters of the issuer, at the offices of the underwriters and Superintendencia de Valores y Seguros. Full information regarding the issue is in the respective 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 review and get information about the financial position of the issuer and evaluate the suitability of the offered securities.

Local placement agents for the Chilean 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 pisco producer and distributor and the second-largest 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., Cervecera 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 Písquera Bauzá S.A.