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Information of interest for the market

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CCU ANNOUNCES ENTRY TO CIDER BUSINESS IN ARGENTINA

(Santiago, Chile, December 27, 2010) – CCU reported today that its Argentinean subsidiary Compañía Industrial Cervecera S.A. (CICSA) directly and indirectly acquired shares of the Argentinean companies Saénz Briones S.A. and Sidra La Victoria S.A. Through this transaction CICSA became the majority shareholder and controller of the referred companies. These companies own the assets used in the production, packaging and marketing of Cider and other Spirits businesses in Argentina; these beverages are marketed through several brands, the main being Sidra Real and Sidra La Victoria. The price of these acquisitions was U.S. \$ 13,2 million.

This transaction is in line with the Company's strategic plan with regards to the development of a multicategory business in Argentina.

CCU is a diversified beverage company operating principally in Chile and Argentina. CCU is the largest Chilean brewer, the second-largest Argentine brewer, the third-largest Chilean soft drink producer, the second-largest Chilean wine producer, the largest Chilean mineral water producer, one of the largest pisco producers and also participates in the rum and confectionery industries in Chile. The Company has licensing agreements with Heineken Brouwerijen B.V., Anheuser-Busch Incorporated, PepsiCo Inc., Paulaner Brauerei AG, Schweppes Holdings Limited, Guinness Brewing Worldwide Limited and Société des Produits Nestlé S.A. For more information, visit www.ccu-sa.com.