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CCU's SHAREHOLDERS' MEETING

(Santiago, Chile, March 3, 2011) – The board of Directors on its meeting held on March 2nd, resolved to call to Regular Shareholders' Meeting which will take place on April 15, 2011, at 12.00 hours (Chilean time), at Sala de Arte CCU, located in Av. Vitacura 2670, Las Condes, Santiago.

The agenda of the matters to be informed and resolved by the Shareholders' Meeting is the following:

1. Account of the Chairman.
2. Approval of the Annual Report, Financial Statements and External Auditors' Report corresponding to the fiscal year ended on December 31, 2010.
3. Determination and distribution of the profits accrued during fiscal year 2010.
4. Dividend policy presentation and procedures to be used in the distribution of dividends.
5. Determination of the Board of Directors member's remuneration for the fiscal year 2011.
6. Report on the activities of the Committee of Directors during fiscal year 2010.
7. Determination of the Committee of Directors budget and remuneration for its members for the fiscal year 2011.
8. Determination of the Audit Committee budget and remuneration for its members for the fiscal year 2011.
9. Appointment of External Auditors for 2011 fiscal year.
10. Account on operations with related entities according Articles 147 of Chilean Law N° 18,046.
11. Review all other matters that are interest of the Company and subject to the General Shareholders Meeting's competence pursuant to applicable law and the Corporation's by-laws, such as: a) inform about the Risk Rating Companies contracted for 2011, b) Board expenses, c) mandatory information post costs.

The shareholders registered as of April 9, 2011 are entitled to attend the Shareholders Meeting.

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.