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FOR IMMEDIATE RELEASE

**Heineken USA awards its inaugural Supply Chain Leadership Award
to Satellite Logistics Group**

HOUSTON (July 17, 2006) – Satellite Logistics Group of companies, a Houston-based integrated solutions provider specializing in the beverage industry, is the first company to receive Heineken USA's (HUSA) inaugural Supply Chain Leadership Award.

The award, which was given to Satellite Logistics Group in recognition of its on-going commitment and leadership role in expansion of the supply chain process, was presented recently in Houston by HUSA Chief Financial and Operating Officer Dan Sullivan.

According to Sullivan, Satellite Logistics Group differentiated itself from other partners because of its high level of service, commitment and supply chain expertise, complementing HUSA's existing in-house capabilities.

"Satellite Logistics is a company we can call with an urgent need and we know they will be there to help us because they are true partners. There is a great deal of trust between our two companies that has grown throughout our long-term relationship," Sullivan said.

HUSA developed the award to recognize key vendors that it considers trusted partners and contributors to the company's success.

"We were both surprised and honored to be the first recipient of this distinctive award. We are fortunate to be able to assist Heineken with so many aspects of its supply chain in Europe and North America. Together we're able to maximize supply chain efficiencies and in markets as tight as we have today, any efficiency you can gain is significant," said Kevin Brady, owner and president of Satellite Logistics Group.

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Satellite Logistics Group, an expert at amplifying supply chain efficiencies and effectiveness, works well with HUSA in part because, according to Sullivan, HUSA recognizes and leverages the supply chain as a strategic advantage.

“Our quality products are brewed 3,000 miles away and importing and distributing them to a market as distinctive and imposing as the US is quite a challenge. However, we believe that our supply chain actually provides us with a point of differentiation versus other importers. As such, our choice of partner in such a system is critical,” said Sullivan.

Heineken USA imports its portfolio from across Europe and Mexico, with its flagship brands of Heineken, Heineken Premium Light and Amstel Light imported from The Netherlands. It effectively distributes product in the US by employing a network of demand centers located throughout the country, allowing for the freshest product to reach the market, while reducing order lead-times for its wholesalers from approximately seven weeks, to an impressive four-day average.

With respect to the award, Sullivan noted that Heineken USA’s Management Team places great emphasis on developing strong partnerships with key vendors.

“We have several key vendors that help us with critical business operations, and developing a true partnership with them is a key to our business,” Sullivan said.

Criteria for the award included expertise level; skill and overall subject matter knowledge; reliability and relationship management; customer service capabilities and overall trust and engagement. Heineken USA used a combination of qualitative and quantitative measures, including delivery on-time effectiveness, FIFO management and other accuracy-based measures.

Satellite Logistics Group of companies is an international leader in third-party logistics specializing in the beverage industry, and provides integrated solutions to manage all facets of transportation, distribution and warehousing as well as cost-saving reverse logistics solutions or timely material recovery processes. Since being founded in 1984, Satellite Logistics Group provides complete supply chain management services and/or keg retrieval for breweries throughout North America and Europe. For more information about Satellite Logistics Group of companies, Kegspediter® System or other supply chain solutions, please visit www.slg.com.

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