

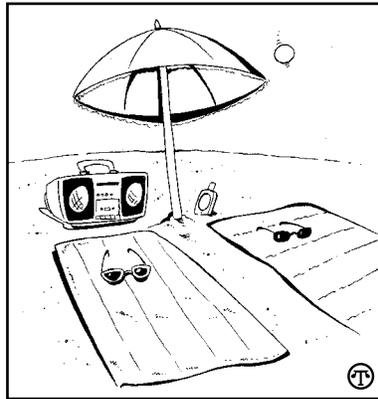
# NEWSWORTHY TRENDS

*Newsworthy Trends*

## What's "IN" This Summer?

(NAPSA)—What will it cost to be "in" this summer? The Dutch brewer, Heineken, is compiling its annual summertime "IN-Dex" and is looking for your help.

Heineken is asking consumers across the country (21 years of age and older) to select what they think will be the "in" products and activities of the summer.



**Heineken gives consumers the chance to vote for what's "IN" this summer.**

The Heineken "IN-Dex" consists of several categories covering a variety of common summertime pursuits, hottest vacation spot this year, best personal fitness activity or product for the summer. The products include ideal hair care/personal grooming for the season, trendy summer sporting goods, hottest sunglasses, and most talked about tech toy. Once all the votes are in, Heineken will tabulate the results and compile the "IN-Dex" average composite costs of being "in" this summer.

To request an "IN-Dex" ballot, send a self-addressed stamped envelope to: Heineken "IN-Dex", 386 Park Avenue South, 18th Floor, New York, NY 10016. A proof of age such as a copy of a driver's license should be included. Requests for ballots must be post-marked by May 1, 2001.