

SABMiller Enhances In-Store Customer Marketing with Infosys Technologies

Global Brewing Company Pilots Infosys ShoppingTrip360 for Advanced In-Store Shopper Marketing, Insights and Effectiveness

Bangalore, India - July 28, 2009: Infosys today announced that SABMiller, one of the world's largest brewers, has selected Infosys Technologies (NASDAQ: INFY) to evaluate and improve the effectiveness of its in-store shopper marketing campaigns. SABMiller has chosen Infosys to conduct in-store projects leveraging the Infosys ShoppingTrip360 solution to analyze shopper and shelf activity around their beverage brands, helping improve the uptake of SABMiller products.

"Engaging our existing and new customers in a meaningful and relevant way is vital to the success of all our brands. Starting with a pilot program of the Infosys ShoppingTrip360 solution, we aim to improve the effectiveness of all our European in-store marketing campaigns by helping increase shopper engagement leading to greater sales," said Yvan Goupil, Head of Insights, SABMiller Europe.

ShoppingTrip360 was designed by Infosys as an information ecosystem where retailers and consumer packaged goods (CPG) companies such as SABMiller can achieve a truly differentiated method of engagement with in-store shoppers and gain greater visibility into in-store activity. The ShoppingTrip360 solution enables a suite of information services, creating a 360-degree view of real-time shopper and merchandise activity. Through this pilot, SABMiller will gain greater visibility into the efficacy of their promotional spend through an analysis of shopper flow, interaction with the products, and finally, actual purchase.

The services provided by ShoppingTrip360 will help SABMiller analyze important shopper trends associated with the placement of products on in-store fixtures and throughput from secondary locations. The insights gathered from the store via ShoppingTrip360 will help SABMiller decide which promotional display is most effective at promoting their product and which product placement areas result in the greatest sales. The first pilots will take place in select stores of the Romanian supermarket chain, iVET.

"Significant changes have been occurring in the Romanian retail sector since joining the European Union in 2007. One important shift has been the development of modern trade formats that have necessitated a whole new approach to shopper marketing," said Lorand Papp, Trade Marketing Director for Ursus Brewery, a SABMiller wholly owned company in Romania. "Because of these major changes, SABMiller Romania is at the forefront of adopting new approaches to modern commerce and is leading our global network by piloting the innovative Infosys ShoppingTrip360 solution."

"Consumer Goods companies today have excellent and creative marketing tools at their disposal. However, they need simple, cost-effective and low-risk methods to measure the effectiveness of their marketing campaigns and interact with their shoppers more successfully. CPG companies know they have a very small window of time to get shoppers to see and engage with their brand, so access to real-time, in-store insights is a powerful solution they can leverage to better engage shoppers," said Karmesh Vaswani, associate vice president and head of Retail, CPG and Logistics for Europe, Infosys Technologies. "Leveraging Infosys' ShoppingTrip360, SABMiller will now have the tools to empirically

measure their campaigns, in turn, improving their ability to execute in-store promotional displays and shelf placement.”

SABMiller selected Infosys for its proven technology leadership in the CPG industry. Upon successful pilot completion in Romania, SABMiller will evaluate the results and look to roll out the Infosys solution in other key markets around the world.

About SABMiller

SABMiller is one of the world's largest brewers with brewing interests and distribution agreements across six continents. The group's wide portfolio of brands includes premium international beers such as Grolsch, Miller Genuine Draft, Peroni Nastro Azzurro and Pilsner Urquell, as well as market-leading local brands such as Aguila, Castle, Miller Lite, Snow and Tyskie. SABMiller is also one of the largest bottlers of Coca-Cola products in the world. In the year ended 31 March 2009, the group reported US\$3,405 million in adjusted pre-tax profit and group revenue of US\$25,302 million. SABMiller is listed on the London and Johannesburg stock exchanges. For more information, visit www.sabmiller.com

About Infosys Technologies Limited

Infosys Technologies Limited (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a Flat World. These solutions focus on providing strategic differentiation and operational superiority to clients. With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered. Infosys has over 103,000 employees in over 50 offices worldwide. Infosys is part of the NASDAQ-100 Index and The Global Dow. For more information, visit www.infosys.com.

Infosys Safe Harbor

Statements in connection with this release may include forward-looking statements within the meaning of US Securities laws intended to qualify for the “safe harbor” under the Private Securities Litigation Reform Act. These forward-looking statements are subject to risks and uncertainties including those described in our SEC filings available at www.sec.gov including our Annual Report on Form 20-F for the year ended March 31, 2009, and our other recent filings, and actual results may differ materially from those projected by forward-looking statements. We may make additional written and oral forward-looking statements but do not undertake, and disclaim any obligation, to update them.

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