

***Carlsberg signs on for 5 years as Main Sponsor
of the Maybank Malaysian Open***

Appoints 5 Malaysian professional golfers as Ambassadors

Shah Alam, 9 March 2011: Carlsberg, Malaysia's most preferred beer brand signs on as Main Sponsor of the Maybank Malaysian Open, from 2011 until the end of the 2015 season. The Malaysian Open is a co-sanctioned tournament of the European and Asian Tour and will see a stellar line-up of the region's most outstanding golfers compete at the Kuala Lumpur Golf & Country Club from 14-17 April 2011.

To celebrate this milestone in Carlsberg's golf heritage, Carlsberg is partnering with 5 Malaysian professional golfers in an effort to realize their full potential at the Maybank Malaysian Open and inspire young and upcoming avid golfers as role models. A total cash incentive of RM50,000 will be rewarded to all of the 5 players who finish the tournament and ranked as Top 25. The 5 promising Malaysian professional golfers are Ben Leong, M.Sasidaran, S.Sivachandran, Nicholas Fung and Khor Kheng Hwai.

"It is indeed appropriate that Carlsberg celebrates the 50th year of the prestigious Malaysian Open with our renewed 5 year commitment and the addition of RM50,000 reward aimed at encouraging the development of the 5 Malaysian star players," said Soren Ravn, Managing Director of Carlsberg Malaysia. "With this partnership, our hopes that our Malaysians will be



trailblazers at the tournament and inspire a whole new generation of golf stars.”

Commenting on the sponsorship, John Eu, Chief Executive Officer of GlobalOne, the event promoter, said: “To have Carlsberg on board with us for the next five years as an official sponsor, signifies their dedication towards the country’s premier golf tournament. Their commitment to this tournament is also a testament of their support in showcasing and supporting our local professional golfers as well as the golf industry in Malaysia. We are extremely pleased to have them as a partner.”

As part of the new partnership, Carlsberg will work with GlobalOne and the Malaysian Golf Association to develop outstanding talents among Malaysian golfers. Twenty-two (22) professional Malaysian golfers are expected to participate in the tournament, a significant increase from seventeen (17) the previous year.

To further encourage the development of new professional golfers, Carlsberg will also invite Mr. Sin Kok Mun from Bukit Jalil Golf & Country Club and Mr. Alistair Guthrie from Saujana Golf & Country Club, winners of its 2010 Carlsberg Golf Classic, the longest running amateur golf tournament in Malaysia, to tee-off alongside some of the most reputed golfers in the region. Playing with a professional golfer is a unique experience and money-can’t-buy opportunity that Carlsberg hopes will resonate well with amateur golfers and encourage them to improve the standard of golf in Malaysia.

Great treats for fans of golf

Not forgetting other avid golfers, Carlsberg’s partnership with the Maybank Malaysian Open will also be an opportunity for the brand to reward loyal customers and fans of Carlsberg and golf. “We have cultivated a strong and loyal consumer base by reaching out to golfers in Malaysia. Our partnership with the Maybank Malaysian Open has proved to be a fruitful partnership that has made Carlsberg the beer golfers around the country consume whenever they golf,” explains Ravn.



During the tournament period, the Carlsberg beer garden will be located near the tee-off where spectators can have a good view of the player in action whilst enjoying ice-cold Carlsberg beers. The Carlsberg hospitality marquee - accessible for Carlsberg Malaysia's key customers exclusively - is expected to buzz with energy bringing guests to the heart of the game with an excellent view of the 18th hole. Internationally acclaimed golfers and Carlsberg ambassadors are expected to make a visit to the marquee throughout the tournament. Added Ravn: "We want to treat our consumers to an exclusive experience by bringing them right to the pitch and within personal distance to star golfers. There will be an abundant flow of Carlsberg beer throughout the day so individuals can share and remember highlights of the tournament with a refreshing glass of Carlsberg."

Another highlight of the tournament will be the Carlsberg Trail, where special hospitality stations will be set-up around the West Course to encourage spectators to walk the greens. By visiting each station, spectators can participate in a special Carlsberg contest to instantly win Carlsberg merchandise and a chance to win a grand prize.

Carlsberg Golf Promotions

Leading up to the event, loyal consumers will be rewarded with entrance tickets when they purchase Carlsberg promotions at participating golf outlets around the country. Every purchase of 2 jugs of Carlsberg will entitle the customer to a season pass for all four days of the tournament. A purchase of 5 jugs would bag the customer 3 season passes and a Callaway cap.

Known for its long association with golf, and being the clear market leader in the golf segment, Carlsberg has been the leading supporter of both professional and amateur tournaments in Malaysia and as a result has seen its market dominance continue to grow and expand.



Ravn expresses “Carlsberg will definitely be continuing its historical legacy with the game of golf and with our prestigious association with one of the best tournaments in the region.”

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About Carlsberg Brewery Malaysia Berhad

Incorporated in December 1969, Carlsberg Brewery Malaysia Berhad (Carlsberg Malaysia) began brewing Carlsberg Green Label beer locally in 1972. Listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is an established brewery that manufactures and distributes beer, stout, wine, spirits and other beverages mainly in the Malaysian market and also via its investments in Singapore, Sri Lanka and Taiwan.

It is the only brewer in Malaysia that offers seven of the world’s top international beer brands – Carlsberg, Tuborg, Corona, Budweiser, Stella Artois, Foster’s and Beck’s, as well as other popular brands like Hoegaarden, Carlsberg Gold, Carlsberg Special Brew, SKOL and Danish Royal Stout.

Find out more at www.carlsbergmalaysia.com.my

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Bio of Players



M. Sasidaran

In 2010, M. Sasidaran made five consecutive cuts starting from the Worldwide Holdings Selangor Masters and managed his best placing of tied 33rd at the Iskandar Johor Open. He struggled in 2009 but finished an impressive eighth place at the Queen's Cup in Thailand.

Sasidaran earned his right to feature in the Asian Tour from a country exemption. Sasidaran, who played in nine competitions, finished in the Top 10 at the Bangkok Airways Open and Singha Open. In the Asean Tour, he finished 12th in Singapore.



S. Sivachandran

S. Sivachandran ended his 2010 season by finishing atop the Asian Development Tour Order of Merit. That position earned him his Asian Tour card for the 2011 season. The Malaysian rounded off a spectacular week at the 2010 Negeri Sembilan Masters Invitational, Malaysia with an astounding 12-stroke victory. His wire-to-wire victory with a four-day total of 18-under-par 270 earned him a first Asian Development Tour victory.

Sivachandran's best finish during the 2009 Asian Tour season was a tied 10th finish at the Mercuries Taiwan Masters. He posted five Top 30s in 2008. He delivered one Top 20 on home soil at the Iskandar Johor Open in the 2007 season.

As an amateur, he was ranked number one in Malaysia before turning professional.



Ben Leong

Ben Leong fulfilled his potential when he won the Worldwide Selangor Masters in 2008, beating Thai star Thongchai Jaidee in a head-to-head duel. It culminated a three week stretch as he had won two other Malaysian titles in quick succession.

In 2009, Leong only managed one Top 20 at the Mercuries Taiwan Masters but bounced back superbly in 2010 where he claimed two Top 10 finish at the Brunei Open and Yeangder Tournament Players Championship in Chinese Taipei.

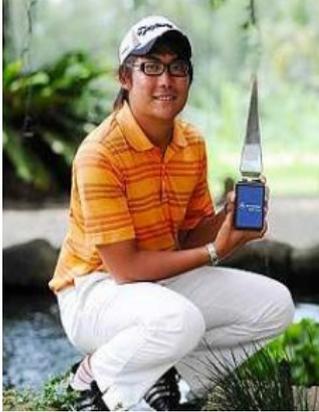
Currently Leong is aiming to become the first Malaysian to claim multiple Asian Tour titles when the new season tees off at the Avantha Masters in India.



Khor Kheng Hwai

Khor Kheng Hwai participated in various major tournaments in the span of his career including Brunei Open 2010, The King's Cup 2010 and The Worldwide Holding Selangor Masters 2009.

Khor's overseas participation has seen good results, to prove that it is possible for a Malaysian golfer to achieve a great feat playing on foreign greens.



Nicholas Fung

21-year old Nicholas Fung has performed well in the last couple of years and had a successful amateur career with several wins in amateur circuit including the Brunei Amateur Open in 2006 and Vietnam Amateur Open in 2008.

Nicholas Fung won the battle of the young rivals in the final match of the Mercedes-Benz Masters Vietnam. Nicholas Fung is the 3rd Malaysian golfer to win the Mercedes-Benz Tour along with Danny Chia and Ben Leong. This victory was good start for Nicholas who is enjoying his rookie season as a professional and it was his second victory in Vietnam after taking the champion title at 2007 Vietnam Open while he is 17 year old.