

PREMIUM BEERS, WINE & SPIRITS, IDEAL COMPANION FOR GOURMET EXPERIENCE

Kuala Lumpur, 29th September 2011 – Carlsberg Malaysia announced its participation at the 11th edition of Malaysia International Gourmet Festival (MIGF) by presenting a portfolio of international premium beers, wine and spirits. Complementing this year's festival theme – It's raining chefs!, that depicts fine dining experience in Malaysia is all about the best cuisines and best service standards with great fun, the Brewer presents the best selection of beer, wine and spirits brands as the ideal companion for gourmet diners who indulge in 'specially-paired' beer and wine dining experience.

Carlsberg Malaysia is a dynamic brewer that offers seven of the world's top international beer brands. The brewer has been active in promoting the local F&B industry and had supported the past MIGF events as 'beer sponsor'. At the MIGF 2006, Carlsberg Malaysia featured the exclusive Jacobsen specialty beer collection namely the Jacobsen Bramley Wit and Jacobsen Saaz Blonde, whilst in 2008, Carlsberg Gold, a specially brewed beer in conjunction with the Carlsberg's 160th anniversary, was presented as the official beer.

For the festival this year, Carlsberg Malaysia presents its latest introduction – Kronenbourg 1664 (lager in 5% ABV), the No.1 super premium beer brand in France, and its extension Kronenbourg Blanc (wheat beer in 5% ABV) as 'beer sponsor'; and complemented by imported beers from Belgium Leffe Brune (Abbey in 6.5% ABV), Asahi Super Dry, the No.1 imported beer brand in Japan (lager in 5% ABV), Savanna Dry Cider imported from South Africa (Cider in 5.5% ABV), and the No.1 distributed ice wine in Global Travel Retails from Canada Inniskillin ice wine (Dessert Wine in 9.5% ABV) at the 28 participating top-notch restaurants throughout the month-long festival in October.

In addition to the premium portfolio of brands, two imported spirits Jagermeister from Germany and Amarula from South Africa are also available for sample at the Epicure Malaysia Lifestyle exhibition that will be held at the Sime Darby Convention Centre from 16th to 18th September 2011.

To celebrate the annual festival with local gourmet foodies and tourists, Carlsberg Malaysia partners with selected concept restaurants to carry special promotion that offers unique food & beer pairing menu and creative gourmet experience with beer. To attract more local foodies to support the festival, a consumer contest will be conducted via Kronenbourg 1664 (Malaysia)'s facebook that enables lucky winners to attend the Style Rocks! party that will be held at the Euphoria Ministry of Sound, Sunway, an exclusive dining with Malaysian celebrities and/or beer cooking master class with celebrity chef.

Details of the contest will be announced in conjunction with the MIGF Gala Launch at the Grand Ballroom, Sunway Resort Hotel & Spa on September 29.

For more info, please check out Kronenbourg 1664's facebook page (<https://www.facebook.com/KronenbourgMY>) or Carlsberg Malaysia's corporate website at www.carlsbergmalaysia.com.my from September 29 onwards.

About Carlsberg Malaysia:

Carlsberg Malaysia has a wide portfolio of leading international beer brands:

- Carlsberg, the No 1 beer brand in Malaysia
- Seven of the world's top international brands include Carlsberg, Budweiser, Corona, Stella Artois, Becks, Fosters, Tuborg,
- Kronenbourg 1664, the No.1 premium beer brand in France
- Asahi, the best selling premium beer in Japan
- Speciality brands include Hoegaarden, Erdinger, Franziskaner, Tetley's Ale
- Danish Royal Stout and Connors Stout

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