

**PRESS
RELEASE**

**CARLSBERG'S OVERWHELMING
SHOWS AT DJS SPIN TOUR,
BORNEO ISLAND**

Shah Alam, 30th September 2011 – Carlsberg builds its positive momentum in East Malaysian entertainment and musical industry among party goers by intensifying its brand building campaign through 'DJs Spin Tour 2011'.

The bold and energetic parties were held back-to-back on 15th at B.E.D. Waterfront, Kota Kinabalu, on 16th at Zebra Club, Kuching, on 17th at Party Block, Miri and finally on 18th at Night Angel Discotheque KTV Lounge, Sibu all in the month of September.

Talented local music lovers DJ Nikki, DJ Liz, Beatboxer Shawn Lee and MC Sean Beazzie hyped the wild nights at the outlets with overwhelming response was received. Carlsberg Malaysia also rewarded consumers at all outlets in Sabah and Sarawak where the lucky first 200 drinkers from each outlet received an exclusive Carlsberg merchandise.

The Carlsberg's 'DJs Spin Tour 2011' was a 4-night tour featuring passionate and talented local music loving DJ's, beatboxer and Hypeman.

With the rising numbers of musically talented youngsters in East Malaysia, Carlsberg has set the scene for them through interesting and rewarding sponsorships and contests. Carlsberg sponsored the KK Jazz Festival for 2 years consecutively and has concluded a singing competition named 'Carlsberg Diamond Idol 2011' in early September.

These consumer engagement programmes are aligned with the new brand identity and direction of Carlsberg - modern, trendy and contemporary, and that calls for a Carlsberg!

About 'Carlsberg DJs Spin Tour 2011 in East Malaysia'

DJ Nikki – Versatile DJ Nikki who has a strong background in music since the age of 8 typically incorporates dance house, techno and electro and has also played for many well known brands, shows, events and launches. This sexy young DJ emerged 19th in "FEMALE Magazine's 50 Gorgeous People 2010: All Stars Edition".

DJ Liz – The passionate 23 year old dance DJ started her career in mid 2008 who is indulging into various genres besides R&B, House & Electro.

Beatboxer Shawn Lee – As the youngest talent in most performances, he has competed with big boys as a Malaysian representative at the ‘Beatbox Battle World Championships 2009’ in Berlin and ranked number 9 out of 45 contestants from 40 countries.

Sean Beazzie – Hype man Beazzie is deeply influenced by the Hip Hop culture and new age dance culture. His proficiency in English and Mandarin enables him to approach different types of crowds.

Carlsberg
DJs Spin Tour

When it comes to Carlsberg,
you can expect a great night out!

Shawn Lee
DJ Nikki
DJ Lizz
MC Sean

With the DJs, MC and beat boxer we have lined up for you, you wouldn't want the night to end. Mark your calendars for a wild night to remember.

Date (10pm-2am)	Area	Outlet
15 Sept 2011 (Thursday)	Kota Kinabalu	B.E.D Waterfront
16 Sept 2011 (Friday)	Kuching	Zebra's Club
17 Sept 2011 (Saturday)	Miri	Party Block
18 Sept 2011 (Sunday)	Sibu	Night Angel Discotheque KTV Lounge

Enjoy Responsibly.
For event details, visit www.facebook.com/carlsberg.my

That calls for a **Carlsberg**

About Carlsberg

Since 1847, the founder of Carlsberg, J.C. Jacobsen has committed himself to bringing science to the art of brewing. With the never-ending quest in search of the latest developments in the world of beer and most importantly cultivated a pure yeast strain that ensured each beer tasted as good as the last.

Since then, the Carlsberg brand has enjoyed global brand distribution and does the #1 beer brand in Malaysia with 1 in every 2 beer drinkers prefer Carlsberg over other beers.



Carlsberg Malaysia was recently awarded its 13th consecutive Reader's Digest Trusted Brand Award and a Gold Award in the Alcoholic Beverage category for the most preferred beer brand in Malaysia at the Putra Brand Awards 2011.

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