

**PRESS  
RELEASE**

## **YOUTH GIVEN OPPORTUNITY TO EXCEL IN FOOTBALL**

**Carlsberg continues as proud title sponsor for fifth consecutive year of the Carlsberg International Soccer 7's 2012**

Penang, 27<sup>th</sup> February 2012 – Malaysia's most preferred beer brand – Carlsberg, has pledged to continue as title sponsor for the 5<sup>th</sup> consecutive year for the Carlsberg International Soccer 7's at its Press Conference on 24<sup>th</sup> February at the Penang Sports Club (PSC).

The tournament organized by PSC kicked off its 13<sup>th</sup> tournament and welcomed 44 teams with as many as 600 international players from Australia, Thailand, Singapore, Hong Kong, Europe, Indonesia, Brunei, Maldives, Taiwan as well as country host Malaysia.

As the title sponsor, Carlsberg believes that the tournament will be a major draw for football fans in Penang and will continue to be one of Penang's most anticipated events of the year. With the rising talent of Malaysian youth on the sports front, Carlsberg believes that its participation in the Carlsberg International Soccer 7's is timely and will set a platform for the budding local footballers to showcase their talents with players from various continents.

Northern Region Sales Manager from Carlsberg Malaysia, Mr. Lim Eng Wah commented, "We are honored that this is the fifth consecutive years that Carlsberg partners with the Penang Sports Club, by playing the role as Title Sponsor for this tournament. Carlsberg shares the same commitment with PSC in promoting the tournament as one of the highlights in the Penang's annual event and offering a platform for the players to compete in the spirit of camaraderie."

Carlsberg, known for its strong association in the international football arena was also the official beer sponsor of the England Team at the FIFA World Cup FIFA World Cup™ 2010, the English Premier League FA Cup and various major football clubs in the world. Its participation in the highly anticipated football event of the year, UEFA EURO 2012™ as the official beer sponsor is expected to intrigue consumers to unique and extravagant heights.



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