



**PRESS  
RELEASE**

## **Carlsberg Gold's Rich Heritage Now in Association with STC**

KUALA LUMPUR, March 21, 2012 – Carlsberg Gold, a superior brew extension of the Carlsberg brand, today made its debut in the Malaysian horse racing scene. The brand's entry into the equestrian sport forges a dynamic synergy with horse racing based on its shared values of stature, traditional heritage and pedigree.

Soren Ravn, Managing Director of Carlsberg Brewery Malaysia Berhad, said, "Our entry into the Sports of Kings is the result of a new brand direction for 'Carlsberg Gold'. Those who are passionate about horse racing will certainly find the same depth and richness in 'Carlsberg Gold'. This premium beer has a fine lineage, having been inspired by an original European recipe from the 19<sup>th</sup> century. It is an exceptional beer for connoisseurs, for the crème de la crème in society – a reward for those who have made it in life."

"Like Carlsberg Gold, horse racing in Malaysia also has a grand tradition, having been brought to the country as a sport by British traders in the 1800s. Today, the sport has become very popular and although horse racing was introduced as a foreign sport, it is now part of the Malaysian culture and is well supported by horse racing enthusiasts. We hope the 'Carlsberg Gold' Challenge Series will be a much anticipated race and create further excitement in the racing arena."

Carlsberg Gold, in collaboration with Selangor Turf Club (STC), will be sponsoring the 'Carlsberg Gold' Challenge Series for three years. The series will see a total of RM375,000 being offered as prize money for three 'Carlsberg Gold' Series legs to be held in 2012, starting with the first race on April 1, 2012. Subsequent races will take place on August 25, 2012 and October 20, 2012.

The winner will also walk away with the 'Carlsberg Gold' Cup. An additional bonus of RM50,000 will be awarded to the horse accumulating the highest points after the conclusion of the third leg.

Tan Sri Datuk Richard Cham Hak Lim, Chairman of Selangor Turf Club, said, "The 'Carlsberg Gold' Challenge Series will definitely bring good cheer to our local horse owners and trainers. The support of Carlsberg Malaysia will enable us to put up more competitive and quality races, and we look forward to establishing the 'Carlsberg Gold' Challenge Series as a premier event in Malaysia."

As a further value-add for horse racing fans and beer consumers, an existing viewing deck at STC will also be renovated and refurbished, and once completed will be known as the 'Carlsberg Gold' Deck. This Deck will be designed to offer comfort for horse racing enthusiasts and beer drinkers to enjoy the races while sipping on a cold, rich, smooth Carlsberg Gold.

Carlsberg Gold was initially launched as a Limited Edition brew in 2007 to celebrate the 160<sup>th</sup> anniversary of Carlsberg. Discerning drinkers loved its smooth, rich flavour and demanded more. The rest is history as Carlsberg Gold became permanently engraved under the Carlsberg umbrella in 2008. Carlsberg Gold is double brewed using three premium malts including roasted barley for a smooth and rich flavour, with subtle notes of caramel.

Also present were Jackson Low Yew Fai and Mark Anthony Gallagher, jockeys from Selangor Turf Club. "The 'Carlsberg Gold' Challenge Series is very innovative and provides horse trainers and owners with a handsome reward. This Series will bring further thrill and excitement to the horse racing arena in Malaysia," Jackson commented.

According to Mark, he believes that the 'Carlsberg Gold' Challenge Series signifies the alliance between two classic products. "It is wonderful to witness the link between my favourite drink and my living passion. The progressive race structure, prize money and bonus finale of this Series will appeal to many horse owners for sure," said Mark.

Carlsberg Gold is often synonymous for power, strength and perfection while its values and appeal is associated with excellence and triumph. The brand is now in association with horse racing, ready to offer Malaysians a premium beer experience.



### About Carlsberg Brewery Malaysia Berhad's Group (Carlsberg Malaysia Group)

The Carlsberg Malaysia Group now has a wide portfolio including leading international beer brands from around the world:

- Top international premium beer brands include Carlsberg, Budweiser, Corona, Stella Artois, Becks, Fosters, Kronenbourg 1664 and Asahi Super Dry
- Specialty and other brands include Hoegaarden, Erdinger, Franziskaner, Tetley's Ale, Danish Royal Stout, Connors Stout, SKOL, Jolly Shandy and NutriMalt

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