



**PRESS
RELEASE**

TEAM CARLSBERG CROWNED CHAMPION OF PROAM

KUALA LUMPUR, April 13, 2012 – The Maybank Malaysian Open (MMO) ProAm held on April 11 saw the stellar line-up of the world’s best golfers team up and share swing tips with amateur golfers invited by corporate sponsors. Carlsberg, probably the longest standing sponsor for more than two decades, was represented by Nett and Gross winners of the 2011 Carlsberg Golf Classic National Finals, Dr. T. Rajandran from Legends Golf & Country Club and Fong Seng Tat from Kelab Rekreasi Tentera Udara, as well as its supportive customer from Giant hypermarket Jannie Venter. The three played alongside Thai pro Pariya Junhasavasdikul. Team Carlsberg emerged as champion with a score of 19 under. That truly calls for a Carlsberg!

Dr. Rajandran commented: “We are happy and honored to have been able to represent Carlsberg at the ProAm and created history by winning the event for the first time for Team Carlsberg. We played in tough conditions but with handy tips from the pro we fought hard especially on the back nine and won.”

“It was a memorable experience playing as I scored a hole-in-one on the 11th hole. Carlsberg definitely delivered a fantastic golfing experience! Being one of the top 10 winners of Carlsberg Golf Classic National Finals 2011, we were treated to a great golf retreat in Thailand, and I had a priceless opportunity to participate in the ProAm to play alongside with Pariya who shared course management pointers with us,” added Fong.

“Carlsberg is committed to support the development of golf in this country, while answering the national call to promote Malaysia as a sports-tourism destination. Carlsberg’s sponsorship of the MMO began in 2001 and continues to 2015. It has been a strategic partnership as being the nation’s most preferred beer brand Carlsberg is proud to be presented as the exclusive beer at the country’s most prestigious golf tournament”, Managing Director of Carlsberg Malaysia Soren Ravn shared.

“Carlsberg has been the leading supporter of both professional and amateur golf tournaments in Malaysia. Our very own Carlsberg Golf Classic is highly regarded by the fraternity of golf and our continued sponsorship of the Maybank Malaysian Open marks our commitment to development of Malaysian golf. At the MMO this year, we offered rewarding consumer promotions and engaging golfing games that bring action on and off the course”, Ravn added.



Consumers can catch the action on the big screen televisions whilst enjoying an ice-cold Carlsberg at the beautiful Carlsberg Beer Garden decorated with a giant inflatable Carlsberg bottle which prompts “That calls for a Carlsberg”. The exclusive Carlsberg Hospitality Marquee at the other corner provides Carlsberg’s key customers a grandstand finish with its excellent views of the 18th hole.

While one can not only expect surprises from the course, one can sure expect a treat off the course as Carlsberg offers delightful experience throughout the tournament. Engaging golf-related games and lucky draws are conducted at the Carlsberg Beer Garden on daily basis to reward fans with a chance to win a year’s supply of Carlsberg and Callaway golf equipment. Best of all, consumers who wear a Carlsberg logoed t-shirt and show up at the Carlsberg Beer Garden will get a Carlsberg on the house.

Carlsberg’s sponsorship of the MMO began in 2001 as Title Sponsor. It was also the beer sponsor of the World Cup of Golf 2000 which hosted Tiger Woods who showed-off his talent by winning at the Mines Resort and Golf Club, KL. Carlsberg continued its sponsorship as main sponsor in the following years and last year, the brand signed up another five-year sponsorship of the Maybank Malaysian Open, from 2011 to 2015.

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Carlsberg’s Involvement in Golf

Carlsberg’s first foray into golf in Malaysia was in 1986 with the inception of the Carlsberg Trophy. This sponsorship of a circuit of inter-club golf games among the armed forces golf clubs in the country was considered a groundbreaker in terms of corporate support for golf.

In 1993, with the Carlsberg Trophy well entrenched in success and in response to growing demand, the brewery delivered the Carlsberg Golf Classic, making it the first brewery to own and run a golf circuit for amateur golfers in the country. The Carlsberg Golf Classic remains a much-anticipated event for club golfers, with an average of 5,000 participants at over 40 golf clubs nationwide annually.

On a national level, Carlsberg has sponsored the Malaysian Open since 2001 and will continue to do so until 2015.

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