

**PRESS
RELEASE**

CARLSBERG HONORED WITH THE BRANDLAUREATE AWARD REAFFIRMS CARLSBERG'S LEADING POSITION IN THE COUNTRY

KUALA LUMPUR, May 15, 2012 – Carlsberg, Malaysia's most preferred beer brand once again clinched another award for its branding prominence in the country. It received the BrandLaureate Award for Best Brands in Food and Beverage (Beer) category. Carlsberg last won a Brandlaureate in 2007-2008.

York Spencer, Marketing Director of Carlsberg Malaysia, said, "Carlsberg's success as Malaysia's most preferred beer brand is a result of constant innovation to the brand's products, packaging, promotions and marketing. Winning again at Brandlaureate is another stellar achievement and truly sets Carlsberg apart as the beer of choice. Now that calls for a Carlsberg!"

The BrandLaureate is not the only achievement Carlsberg has clinched this year. Carlsberg recently bagged the Gold Award at the Putra Brand Award for the third consecutive year. For the past 13 years, Carlsberg has been voted as the Most Trusted Beer Brand at the Reader's Digest Trusted Brand Awards. In February this year, Carlsberg's Chinese New Year (CNY) Campaign also won the Gold Award at the annual CNY Greeting Ad voted by readers of Nanyang Siang Pau and China Press.

"Carlsberg's success is a testament of the strong customer support and loyal consumer base. The new campaign themed 'That Calls for A Carlsberg' has proven to be a great achievement with consumers embracing the new visual identity and tagline while continuing to value the unique heritage of the brand and superior quality of the brew," added Spencer.

Focusing on brewing excellence and engaging consumer campaigns have paid off handsomely for Carlsberg. As part of the re-launch of the Carlsberg brand, consumers saw an enhancement across every channel, market and touch points with the unveiling of the iconic Carlsberg Crown and the new packaging of its big and small bottles as well as its cans.

Other key brand-building activities that contributed towards Carlsberg being a winning brand include Carlsberg's Where's the Party?™ activated through social media platforms, Carlsberg's sponsorships of golf at the Maybank Malaysian Open and Carlsberg Golf Classic tournaments as well as football that saw the brand sending



consumers to watch the FA Cup finals in Wembley last year and another 100 Malaysian football fans to watch the UEFA EURO 2012™ Semi-Finals in Ukraine end June 2012, just to name a few.

Additionally, Carlsberg is the only beer brand that has won the Effies Awards two years in a row in 2009 and 2010 for marketing effectiveness.

Administered by a Board of Governors, the BrandLaureate vision is to promote branding in Malaysia and the Asia Pacific region as well as identify and nurture outstanding Malaysian brands to be global brands. It was set up in August 2004 by a group of dedicated professionals who had a strong interest and desire in nation building

About Carlsberg

Since 1847, the Carlsberg brand has enjoyed global distribution, to become a brand of high awareness and the preferred choice for discerning consumers.

On 6 April 2011, the world over simultaneously witnessed Carlsberg underwent a successful global transformation across more than 140 countries. With the transformation of the Carlsberg brand, a new slogan was introduced - 'That Calls for a Carlsberg'.

All of these changes link back to Carlsberg's founder, whose deep heritage of passion, innovation and entrepreneurship still connects with today's generation of consumers. A sign that their spirit is still a part of what makes Carlsberg special.

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