

**PRESS
RELEASE**



**KICK OFF UEFA EURO 2012™ FEVER AT
CARLSBERG VIEWING PARTY
LAST TWO GOLDEN TICKETS TO SEMI-FINAL IN UKRAINE ARE UP FOR GRABS!**

SHAH ALAM, June 3, 2012 – Close to 100 Malaysian football fans, who have stepped up to show their passions in football, have won a money-can't-buy trip to watch the UEFA EURO 2012™ semi-final match in Donetsk, Ukraine, courtesy of the Carlsberg 'Are You Fan Enough?' promotion.

Gear up for the start of the UEFA EURO 2012™ in only days away, Carlsberg is pulling out all the stops to make the opening match that pits co-host Poland against Greece a phenomenal experience for Malaysian fans at its first viewing party at The Strand, Kota Damansara.

Come June 8, Carlsberg fans can expect thrills, spills and non-stop excitement at the grand-scale viewing party at the Strand. Amongst the highlight is the chance to win the last two trips to watch the semi final in Donetsk, Ukraine, that make up part of Asia's largest entourage headed for match!

Managing Director of Carlsberg Malaysia Soren Ravn said, "The excitement leading to UEFA EURO 2012™ is steadily building to a climax. Giving 100 Carlsberg fans an ultimate football experience to watch the semi final live in Ukraine, rewarding consumer promotions, engaging on-ground activation and now exciting viewing parties are our way of celebrating the football moments and experience with our consumers. Carlsberg is after all the game's beer of choice and the most preferred beer brand in Malaysia."

"Carlsberg's first viewing party will be an unforgettable experience from start to end so our fans can completely immerse themselves in Euro fever. As the official partner and official beer of the tournament, Carlsberg's viewing party is definitely the one to attend if you're a real fan and don't want to miss the last chance to win trip to EURO 2012™ semi-final!" Ravn added

The Carlsberg viewing party has lined-up with trivia games, performances and activities that will give away exclusive UEFA EURO 2012™ memorabilia to lucky winners. Fans can experience high definition viewing to ensure optimum pleasure of the football experience. Hosts Adam C and Jay Menon will be present to keep guests entertained until the wee hours.

At the upcoming viewing parties that will be held at the Carlsberg's affiliated outlets, consumers will have the opportunity to walk away with exclusive UEFA EURO 2012™ merchandise. Limited edition Team Jerseys are running out fast, while miniature figurines of football stars and exclusive UEFA EURO 2012™ collectible glasses are also being snapped up by die-hard fans.

“Our consumers’ enthusiasm for the brand and game has been fantastic since we kicked off UEFA EURO 2012™ celebrations. We have enjoyed the journey so far and with the tournament finally about to start, there will certainly be even more great Carlsberg moments ahead. Now that calls for a Carlsberg!,” added Ravn.

For more information on the ‘Are You Fan Enough’ consumer promotion and other activities, please visit areyoufanenough.com.my, [facebook/Carlsberg.MY](https://www.facebook.com/Carlsberg.MY) or www.carlsberg.com.my

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

Carlsberg Malaysia

Pearl Lai
Senior Manager,
Group & Marketing Communications
D/L: 03 – 5522 6408; pearllai@carlsberg.com.my

Jolene Tan
Brand Manager, Carlsberg Brand
D/L: 03 – 5522 6327; jolenetan@carlsberg.com.my

acorn communications sdn bhd

Tam Mun Ee
H/P: 014 – 338 0011

Yogini Singham
H/P: 016 – 323 1315
Tel: 03 – 7958 8348
acorncommunications@acornco.com.my