

**PRESS
RELEASE**

A NIGHT OF DENMARK'S FINEST

An exclusive evening with an ice cold Carlsberg and the Long Cool Dane

KUALA LUMPUR, 25 February 2013 – Carlsberg Malaysia recently organised an exclusive evening with the lovely world No.1 Danish professional tennis player, Caroline Wozniacki, as a special treat for beer and tennis fans. Held at Marini's On 57, KLCC the event was a celebration of Carlsberg's premium brand, Kronenbourg 1664's, involvement in the BMW Malaysian Open for its third consecutive year.

Bringing together two of Denmark's finest, Carlsberg and Wozniacki, the intimate evening was hosted by Carlsberg Malaysia's Managing Director, Soren Ravn.

"Carlsberg Malaysia has always prided itself in being one of the world's most dynamic brewers. Through dedication we have led the market with innovative engagements, with diligence and commitment we have introduced an impressive portfolio of quality products and through perseverance we have raised to every challenge that has come our way and surpassed expectations. Tonight we celebrate those values by bringing together Denmark's finest and acquainting our valued guests with another iconic personality that shares those very same qualities," commented Ravn during his opening note.

Caroline Wozniacki is a young and talented Danish professional tennis player. Her talent has won her the WTA Tour World No. 1 title currently the world no. 10. At the age of 22, this gifted tennis player is well known for her two-handed backhand that is capable of turning a defense into offense, most notably would be the backhand down-the-line. She was also the first Scandinavian woman to hold the top ranking position.

"I am delighted to be here tonight and to be part of this very special evening. Being exposed to different cultures has always been my favourite part in touring to different countries. Sharing this moment with an established brand like Carlsberg, a fellow Danish icon is a great opportunity and I am truly honoured," commented Wozniacki.

As guests mingled throughout the night accompanied by the fresh tastes of Carlsberg as well as Kronenbourg 1664 lager and Blanc, a scrumptious array of canapés was served. Local celebrity Chermaine Poo and Chloe Chen (Miss World Malaysia 2011) were both seen looking stunning as they exchanged conversations with Wozniacki. The Dane was a delightful guest and always approachable throughout the night.



The cocktail session ended with a special “Lou Sang” session with Miss Caroline and the upper management of Carlsberg Malaysia. The festive mood was definitely felt throughout the night as Carlsberg extended warm hospitality and plenty of cheers right to the end.

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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:

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