

**PRESS  
RELEASE**

## **Premier League Greats Go Bar Hopping with Carlsberg**

**KUALA LUMPUR, April 12, 2013** – Imagine enjoying a cold Carlsberg or two with the likes of Robbie Fowler, Lee Sharpe, Tore Andre Flo or Steve McManaman standing right next to you. What burning football question will you ask?

If you are a die-hard Premier League football fan, you will need to start thinking of your game plan as 27 Premier League legends will be in Malaysia soon.

The football greats will be taken on a bar-hopping ‘Meet the Fans’ session on Sunday, 21 April 2013, offering football and the brand’s fans the rare opportunity to have photos taken, get autographs and grill them with footie questions.

The visits by the roving legends will coincide with Carlsberg viewing parties for two highly-anticipated matches taking place that Sunday, namely the Tottenham Hotspurs vs. Manchester City game at 8:30pm followed by the Liverpool vs. Chelsea game at 11:00pm.

To give as many fans as possible a chance to be in close proximity with the legendary ‘Premier Leaguers’, the group’s time will be divided across four bars in the Klang Valley: Movidia, Sunway Giza; Souled Out, Sri Hartamas; Dong Men, Scott Garden; and Brussels, Jaya One. Fans are encouraged to get an early start to these venues to catch every moment of the action which is scheduled to begin at 7:00pm onwards.

“The stars that Carlsberg will be bringing in are some of the very best who have played this beautiful game. This is indeed a real treat for football and Carlsberg fans alike and a great prelude to what we have in store for consumers when Carlsberg kicks off the 2013 season of BPL in August as the official beer partner,” said Soren Ravn, Managing Director of Carlsberg Malaysia.

“This is the game that calls for a Carlsberg, and we now get to engage local Premier League fans on a more personal level by giving them this uniquely Carlsberg football experience.”

Besides rubbing shoulders with other stars like Rob Jones, Dietmar Hamann, Stephen Henchoz, Frank Le Boeuf and Dennis Wise, fans can also look forward to ‘Guess The Score and Win Contest’ at the viewing parties where a whole slew of attractive prizes ranging from sports gear to football merchandise are waiting to be won. Each outlet will be giving away prizes to the top six winners who correctly predict the final scores on the day of the matches.

Over the years, Carlsberg's love affair with the sport has resulted in its sponsorship of Liverpool, Arsenal, Tottenham Hotspurs, Stoke City and West Ham United football clubs. It is also the official beer for several major national and international tournaments, including the UEFA EURO Championships which began in 1988. For UEFA EURO 2012, the brand in Malaysia took 100 die-hard fans on a football trip-of-a-lifetime to catch the championship semi-finals live in Ukraine.

Don't miss this opportunity to have a cold Carlsberg with an EPL legend in Malaysia! For more information, visit [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

Time	Outlet	Legends
8pm - 8:35pm	Movida, Sunway Giza	Steve McManaman, Robbie Fowler & Rob Jones
8pm - 8:35pm	Souled Out, Sri Hartamas	Lee Sharpe, Dietmar Hamann & Stephane Henchoz
8pm - 8:35pm	Brussels, Jaya One	Tore Andre Flo, Frank Le Boeuf & Dennis Wise
8pm - 8:35pm	Dong Men, Scott Garden	Ronny Johnsen, Bjørn Tore Kvarme, Jason McAteer
9pm - 9:15pm	Movida, Sunway Giza	Lee Sharpe, Dietmar Hamann & Stephane Henchoz, Tore Andre Flo, Dennis Wise

#### About Carlsberg's long-standing involvement with football

The brand has a long heritage of supporting football through major international sponsorships of national teams and international tournaments. Starting in the 1970's, Carlsberg was the first commercial sponsor of the Danish national team and national league. The Denmark sponsorship continues today along with partnerships with the national teams of England, Ireland and Serbia.

In club football Carlsberg has wide ranging partnerships throughout Europe and beyond, including Liverpool, Arsenal, Tottenham Hotspur (England), FC Copenhagen, OB-Odense (Denmark), Hamburger SV, Hertha Berlin, FC St. Pauli (Germany), FC Porto (Portugal) and many more.

Carlsberg is one of the longest standing sponsors of the European Football Championships having first started in 1988. Carlsberg also sponsored the 1990 World Cup and the Champions League in 2003 and 2004.

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