



**PRESS  
RELEASE**

## **CARLSBERG BRINGS EPL GREATS AND LOCAL FANS TOGETHER**

**KUALA LUMPUR, April 21, 2013** – What can be better than enjoying two highly-charged back-to-back football matches surrounded by like-minded football die-hards at your favorite bar? How about having the likes of Robbie Fowler, Lee Sharpe, Tore Andre Flo or Steve McManaman joining in the revelry with a cold Carlsberg in hand?

Malaysian football and Carlsberg fans were treated to a rare opportunity to be in close proximity with some of the best English Premier League players to have played the beautiful game. Held in conjunction with Carlsberg's viewing parties for the *Tottenham Hotspurs vs. Manchester City* and *Liverpool vs. Chelsea* matches, the brand took a total of 27 football legends on a whirlwind bar-hopping 'Meet The Fans' spree throughout the Klang Valley.

With many eager fans anticipating the sessions with the EPL legends, the former players were split into groups so they could visit SOULed Out, Sri Hartamas; Dong Men, Scott Garden; and Brussels, Jaya One, before congregating at Movida, Sunway Giza for the rest of the night.

Thanks to Carlsberg, fans were able to have their photos taken, get autographs and even grill some of the stars of the night with footie questions.

"EPL fans worldwide have been looking forward to these two matches as there are not many super clashes left till this late into the season, and Malaysian football fans are some of the most enthusiastic around. With the EPL legends in town, we were able to give our consumers and fans of the game an even more exhilarating and unique viewing experience of these two games," said Soren Ravn, Managing Director of Carlsberg Malaysia.

"Our consumers have come to expect the very best from us given football has long been a part of Carlsberg's rich heritage. Over the years we have earned the right to be the game's beer of choice and with our official involvement in EPL, fans should gear up for even more excitement when Carlsberg kicks off the 2013/14 season in August as the League's beer partner for three years. Now that calls for a Carlsberg!" he concluded.



In addition to the above, Rob Jones, Dietmar Hamann, Stephen Henchoz, Frank Le Boeuf, Dennis Wise, Ronny Johnsen, Bjørn Tore Kvarme and Jason McAteer were the other legends who visited the outlets.

At the Carlsberg football viewing parties, customers were given the opportunity to participate in the *'Guess the Score and Win'* contest. A wide range of attractive prizes from sports gear to official Premier League merchandise and collectibles were given away at the end of each match. In addition to these giveaways, fans at Movida had the opportunity to test the speed of their kicks against the legends at Carlsberg's speed cage challenge. This and other halftime games culminated with the presentation of a wide screen 50 inch LED television as the grand prize.

Over the years, Carlsberg's love affair with the sport has resulted in its sponsorship of Liverpool, Arsenal, Tottenham Hotspurs and Stoke City 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.

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

#### **Carlsberg Malaysia**

Leong Mei Yin  
Senior Brand Manager, Carlsberg Brand  
D/L: 03-55226352  
[leongmy@carlsberg.com.my](mailto:leongmy@carlsberg.com.my)

Pearl Lai  
Head  
Group Communications & Marketing Activation  
D/L: 03 - 5522 6408  
[pearllai@carlsberg.com.my](mailto:pearllai@carlsberg.com.my)

#### **acorn communications sdn bhd**

Tam Mun Ee  
H/P: 014 - 338 0011

Goh I Ching  
H/P: 014 - 218 1906  
Tel: 03 - 7958 8348  
[acorncommunications@acornco.com.my](mailto:acorncommunications@acornco.com.my)