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**PRESS  
RELEASE**

## **CORONA EXTRA BRINGS THE BEACH TO TOWN**

**It's time to hang loose, chill out and 'Let the World Wait'!**

Kuala Lumpur, 13 July 2013 – Corona Extra reinvents the weekend and brings the joys of sun, sea and sand right into the heart of the city. In conjunction with its worldwide campaign of 'Let the world wait', Corona is rallying for beer lovers to live more refreshing meaningful moments.

Bringing people together for a spectacular evening of chilling with friends, striking up stimulating conversations or just having a blast without holding back, Corona enlivens the weekend with its unparalleled taste of relaxation.

Spread throughout the year, the Corona Sunset Beach Parties will be taking up residents around the best bars in town promising non-stop action. With 5-hours of exciting activities in place from start to finish, guests can expect waves of stimulating fun that will leave everyone on a high.

Kicking off its first event recently, Corona Extra took over the grounds of Luna Bar Kuala Lumpur and transformed it into a beach heaven decked to the tee. Hosted by the beautiful Stephanie Tan, the curtain opened with groovy tunes blaring from the speakers. Corona fans who sauntered in were greeted to a 'Dunk the Girl' booth where lime balls were handed out with every purchase of a bucket of Corona Extra. Guests were then tested on their aiming skills as they tried their very best to get the girl into the dive tank.

Water guns were also handed out to those who preferred a more summer break type experience as beer lovers soaked each other with jets of cool water. Just as the night started to heat up, Corona brought out the ultimate beach escapade, the Hot Body contest where the hottest lass and lad walked the runway in their bikini and board shorts.

The winners each received an iPad Mini as the runner-ups walked away with a bucket of Corona Extra. DJ, host and emcee Patricia K soon took over the decks and brought the night to its peak with her cosmic tunes.



Corona's Sunset Beach Party was indeed not for the faint hearted as it brought friends together to enjoy the best refreshing and relaxing moments in life. With never a dull moment in tow, Corona Extra successfully brought fans an evening of excitement with exuberant energy pulsating through the night.

For more information on how to get in on the next party, log onto [www.facebook.com/CoronaMalaysia](http://www.facebook.com/CoronaMalaysia)

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#### **About Corona**

Found in more than 150 countries, Corona is one of the most highly recognized Mexican products in the world. This refreshing beer, with its signature light straw color, is Mexico's leading national brand. Addition to that, it ranks as the #1 selling Mexican beer in the world and is now distributed in Malaysia by Carlsberg Malaysia. A cold Corona is a well-deserved reward anytime, anywhere. It's a great choice when you're looking for relaxing refreshment. When you enjoy a Corona, you taste the pride of Mexico's leading beer.

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