

PRESS
RELEASE

Carlsberg Fans Get Up Close and Personal with *Ah Beng*

KLANG, 13 January 2014 – *Ah Beng*, from one of the festive season's most popular local Chinese films, *Ah Beng: Mission Impossible*, and other cast members joined Carlsberg Malaysia to spread good cheer and Chinese New Year merriment at food and beverage outlets in key urban centres across the country.

During the event, the artistes belted out selected songs from the movie's soundtrack and played games with the audience. *Ah Beng* was also on hand to distribute *ang pows* to the restaurant's customers together with Henrik Juel Andersen, the Managing Director of Carlsberg Malaysia.

Andersen said, “*Ah Beng: Mission Impossible* is expected to be a big hit this year and Carlsberg is proud to be its official beer sponsor for its promotional roadshow. *Ah Beng* and the cast from the show provide us with the opportunity to bring family and friends closer together during the festive season as well as to engage with our Chinese consumers by adding a touch of celebrity glitter and fun to their Chinese New Year celebrations.”

“Coincidentally, the Chinese characters for *Mission Impossible* in the movie, *Ma Dao Gong Cheng*, are also a part of Carlsberg's Chinese New Year tagline this year, *Huang Mao Yi Kai, Ma Dao Gong Cheng!*” he added.

Carlsberg Malaysia promotional roadshow for *Ah Beng: Mission Impossible* will involve a total of 20 food and beverage outlets throughout the Klang Valley, Perak and Penang. At each location, customers who purchase two buckets of Carlsberg beer will be able to take a Polaroid photograph with *Ah Beng*, who will then personally autograph the photo. The signed photo will then be placed in a customized photo frame courtesy of Carlsberg.

In addition to the film's promotional roadshow, Carlsberg fans are also participating in the brand's Chinese New Year consumer promo. Many who have popped open a cold Carlsberg have already collected their winnings, which is creating much excitement nationwide with more than 80,000 *ang pows* and other prizes up for grabs. Among those getting an especially good start to the lunar new year are the lucky winners of Carlsberg's big *ang pow* of RM8,888. There are still 20 RM8,888 big *ang pows* out there, as well as many more RM388 *ang pows* and opportunities to take home a 50" Sharp LED television as bonus prize.

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