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**PRESS
RELEASE**

Carlsberg hosts EurAsia Cup media get-together

SHAH ALAM, March 25, 2014 – Asian and European golf giants are converging in Malaysia to do battle on the greens in a bid to see which continent will take home the trophy in the inaugural EurAsia Cup tournament hosted by Malaysia.

To celebrate the historic golf event, Carlsberg Malaysia feted international sports media who were in town to cover the tournament, together with local media, at an informal gathering held at the brewery headquarters.

It was an evening of good food, cold Carlsberg and lively conversation at the Visitors Lounge, with guests also treated to a tour of the brewery where they had an up close view of how Carlsberg brews the most preferred beer brand in the country.

The talk inevitably came down to which continent takes home the EurAsia Cup for the first time, with several possible scenarios offered in the spirit of intercontinental competition and friendly rivalry.

Gary Tan, Sales Director, Carlsberg Malaysia said, “Carlsberg is proud to be aligned with a premier sport like golf where integrity and discipline are integral characteristics of success, and something we have in common. The first of its kind EurAsia Cup, complete with a made-in-Malaysia trophy, will be very exciting for golf fans to witness. We wish the best to all golfers from both continents, we are confident that they will do their utmost to make their teams and countries proud regardless of which one emerges the victor.”



Carlsberg is giving golf fans and its consumers an opportunity to watch the tournament. From March 17 until March 26, consumers who purchase Carlsberg beers totaling RM250 and above in a single receipt at 32 participating golf and social clubs in Klang Valley and Seremban are entitled to redeem a season ticket worth RM158 to catch the golf stars in action.

The tournament takes place at Glenmarie Golf & Country Club, Kuala Lumpur, from March 27 to March 29, 2014.

Carlsberg Malaysia also holds its very own Carlsberg Golf Classic each year. It is Malaysia's biggest and longest running amateur golf tournament with around 5,000 golfers taking part each year across 40 legs held at some of the country's most prestigious golf clubs.

Go to www.carlsbergmalaysia.com.my for more details of Carlsberg involvement in Golf platform.

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

Carlsberg Malaysia

Pearl Lai
Head, Group Communications and Marketing Activation
D/L: 03-5522 6408; pearl.lai@carlsberg.asia

Alex Leong
Manager, Marketing Activation
D/L: 03 - 5522 6304; alex.ck.leong@carlsberg.asia

acorn communications sdn bhd

Yogini Singham
H/P: 016-323 1315

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