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RELEASE**

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## **Carlsberg Golf Classic Enters 21st Year** **Tourney continues to contribute to advancement of** **golf in Malaysia**

**KUALA LUMPUR, 23 April 2014** - Malaysia's largest and longest running amateur golf series, the Carlsberg Golf Classic, is back for the 21<sup>st</sup> year to the delight of Malaysian golfers. Carlsberg looks set to add energy and enthusiasm on the fairways and greens once more, as aspiring amateur golfers prove their mettle and compete for the coveted money-can't-buy experience of playing in the Maybank Malaysian Open 2015 ProAm along with other great prizes. The competition will see some 5,000 golfers battling it out on some of the country's toughest and most challenging courses.

Since its inception, the Carlsberg Golf Classic has been receiving overwhelming support from its official partners. This year's tournament will feature attractive and lucrative prizes from Mercedes-Benz Malaysia, Sharp, Liberty Golf Services, Titoni, FJ, TaylorMade, Ogawa, ParGolf, Brother, Listerine, Dalmore, Gatorade and Sunplay.

At the launch of the 2014 Carlsberg Golf Classic, Henrik Juel Andersen, Managing Director of Carlsberg Malaysia, said, "Carlsberg and the sport of golf have much in common, not the least of which are the shared values of discipline and integrity. Our passion for golf is easily evident in all that the Carlsberg Golf Classic has done to advance the sport over the last two decades."

This year's Carlsberg Golf Classic will feature fantastic Hole in One prizes valued at more than RM50,000 for all Par 3's for all its 40 preliminary leagues. "We have also increased the prize value for all the categories and for the first time this year, there will be seven prizes for both the Nett and Gross winners," added Andersen.

The Gross and Nett winners of the 2013 Carlsberg Golf Classic National Final, Roszali Baharuddin and Low Suck Sun recently cinched the top spot in this year's Malaysian Maybank Open ProAm for the Carlsberg team, scoring an impressive under 18 team score.

After winning the 2014 ProAm, Gross champion Baharuddin, 50, said, "Carlsberg's involvement in golf is nothing short of inspiring. Not only do we get to play with and against the world-class Pros that we look up to, but through this tournament, we also get to significantly improve the lives of the needy through the Carlsberg Golf Classic charity fund."

His ProAm teammate and fellow Carlsberg Golf Classic Nett champion Low, said, "Golf is beginning to see an influx of young blood, but the fact is that some of these players do not have a proper support system in place to see them flourish. It is a good thing for the sport that Carlsberg is encouraging the participation of young golfers through this amateur series."

The Carlsberg Golf Classic charity fund this year will also benefit selected charity homes, where some of them will be receiving assistance to cover their utility and transportation costs. The charity element, which was first incorporated in the year 2000 has, over the last 14 years, managed to raise and distribute over RM1 million through fees and donations from participants.

The 2014 Carlsberg Golf Classic National Final which will be held later this year offers even more exciting rewards for the finalists. All Par 3's for the Final will feature spectacular Hole in One prizes worth more than RM500,000, which consist of a Mercedes Benz B200 as well as a Mercedes Benz C200 by Mercedes Benz Malaysia, a trip for two with hospitality to St Andrews to watch the British Open 2015 including four rounds of golf, courtesy of Liberty Golf Services, a Titoni timepiece by ATG Watch and a premium massage chair by Ogawa.

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