

CARLSBERG MALAYSIA SUPPORTS MALAYSIAN ATHLETES & SPORTS

Shah Alam, 16 December 2010 - As the Olympic Council Malaysia (OCM)'s Official Partner, Carlsberg Malaysia announced its annual sponsorship of RM 30, 000 for the year 2010 to the Malaysian Sports through the OCM-Carlsberg Athletes Retirement Scheme, as part of Carlsberg Malaysia's long term commitment in giving back to society.

"For 16 consecutive years, Carlsberg Malaysia has been partnering with OCM in providing the OCM-Carlsberg Athletes Retirement Scheme which serves to protect deserving Malaysian athletes with life insurance coverage. The scheme also aims to incentivise and motivate athletes to excel and strive for greater heights. We are indeed pleased that that the OCM-Carlsberg Athletes Retirement Scheme has now been well-recognised by the local sporting community and this scheme has also been adapted by a number of National Olympic Committees in other parts of the world," Soren Ravn, Managing Director of Carlsberg Malaysia said.

To date, the retirement scheme has a total insurance coverage of approximately RM3.07 million for 88 Malaysian athletes, whom have made the country proud by winning medals at the past Asian Games, Commonwealth Games and the Olympics.

Soren Ravn said: "We believe that this Scheme will benefit more Malaysian sportsmen and sportswomen and urge the athletes to focus on giving their best to make Malaysia proud. We hope that the successful beneficiaries will share their experiences and inspire Malaysian youth to actively participate in sports and strive to excel in their respective sporting fields."

In conjunction with the event, Carlsberg Malaysia also made a cash contribution from the Carlsberg Golf Classic Charity Fund of RM 5, 000 to **Persatuan Rumah Kebajikan Rita** and Pusat Penjagaan Kanak-kanak Istimewa Sri Sai respectively for the orphanage homes' expenses.



Carlsberg Malaysia hopes that the contribution will help ease the financial burden of the two shelter homes.

“ We hope that in a small way we have been able to indirectly inspire and motivate the children by giving them an opportunity to meet with many of our superstar athletes today. We hope that the the meeting has motivated and inspired the underprivileged children to think and act like winners and to strive for greater achievement despite the challenges faced by them,” Ravn shared.

Also present at the annual sponsorship of the OCM-Carlsberg Athletes Retirement Scheme were Malaysian athletes namely Dato’ Nicol David, Chai Fong Ying, Ho Ro Bin, R. Puvaneswaran, Alex Liew Kien Liang and Adrian Ang Hsien Loong to share their experiences.

For more info, please visit www.carlsbergmalaysia.com.my

-----End-----

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

Pearl Lai	Corporate Communications & CSR Manager, Carlsberg Malaysia	D/L : 03 - 5522 6408 pearllai@carlsberg.com.my
Rachelle Liew	Corporate Communications Executive	D/L: 03-55226463 racheliew@carlsberg.com.my

马来西亚 CARLSBERG 集团 支持马来西亚国家运动员和体育

莎亚南，2010 年 12 月 16 日- 作为马来西亚奥林匹克理事会(Olympic Council Malaysia) 的官方伙伴和延续公司长期企业社会责任计划，无条件与社会共享的承诺，马来西亚 Carlsberg 集团宣布 2010 年的年度赞助 RM 30, 000，通过旗下的 OCM-Carlsberg 运动员退休计划支持马来西亚体育发展。

“马来西亚 Carlsberg 集团与大马奥林匹克理事会过去 16 年来紧密合作，通过其 OCM-Carlsberg 运动员退休计划提供人寿保险，旨在保护为国争光的国家运动员。这计划也旨在激励和鼓励国家运动员继续努力达到更高的成就。我们非常荣幸此 OCM-Carlsberg 运动员退休计划如今已获得本地体育界所承认，世界许多其它的国际奥运会成员国更效仿这项运动员退休计划，” 马来西亚 Carlsberg 集团董事经理王守仁分享。

迄今，OCM-Carlsberg 运动员退休计划让 88 位马来西亚国家运动员享有总值超过 RM 300 万的保险。这群国家运动健将过去都在许多亚运会 (Asian Games)、英联邦运动会(Commonwealth Games)和奥运会(Olympic Games)获奖为国争光不少。

王守仁也说到：“我们相信 OCM-Carlsberg 运动员退休计划将让更多马来西亚国家运动员受惠，并呼吁他们继续集中比赛并给予他们最大的努力为大马争光。我们希望成功的受惠运动员能够分享他们的经验和启发更多马来西亚年轻人积极参与体育运动和在各自的运动项目发扬光大。”

配合马来西亚 Carlsberg 集团 OCM-Carlsberg 运动员退休计划年度赞助典礼，马来西亚 Carlsberg 集团也从其《Carlsberg 经典高尔夫球基金》中拨出善款，在此活动上宣布赞助



Persatuan Rumah Kebajikan Rita 和 Pusat Penjagaan Kanak-kanak Istimewa Sri Sai 作为孤儿院的费用，每家孤儿院分别获得 RM 5,000 的基金，以减轻两家儿童院的经济负担。

“我们希望能够进一点绵力，提供一个平台让这些贫困的孩子与我们许多运动明星见面交流，间接地启发和鼓励他们培养像胜利者的积极思考和行动，无论在多艰难的情况下都能努力至达到成功，” 王守仁分享。

马来西亚 Carlsberg 集团 OCM-Carlsberg 运动员退休计划年度赞助活动也荣幸获得大马著名国家运动员的出席和支持包括马来西亚壁球健将拿督妮可大卫(Dato' Nicol David)、武术界健将蔡奉芸 (Chai Fong Ying)、何诺槟(Ho Ro Bin)、跆拳道好手 R. Puvaneswaran、保龄球选手廖健良 (Alex Liew Kien Liang)及洪显龙(Adrian Ang Hsien Loong)等人，分享他们的经验。

预知更多详情，请浏览 www.carlsbergmalaysia.com.my

-----End -----

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

Pearl Lai	Corporate Communications & CSR Manager, Carlsberg Malaysia	D/L : 03 - 5522 6408 pearllai@carlsberg.com.my
Rachelle Liew	Corporate Communications Executive	D/L: 03-55226463 rachelletiew@carlsberg.com.my