

**PRESS
RELEASE**



RUSSIAN VODKA OF LUXURY MAKES A ROARING ENTRANCE TO MALAYSIA

KUALA LUMPUR, 5 September 2013: Carlsberg Malaysia's subsidiary company, Luen Heng F&B Sdn Bhd (LHFB) achieved another successful milestone featuring the superior, Royal Dragon Vodka, which stole the lime light in the premium alcoholic beverage scene at its recent official launch party at the prestigious Marini's on 57, Kuala Lumpur.

Discerning drinkers, guests and media were introduced to the array of Royal Dragon Vodka from premium to its super premium products, ranging from the Royal Dragon Elite at 750ml, to the handcrafted and embellished Royal Dragon Imperial at 6litre. The superior Russian distilled Vodka is now made available at selected high-end pubs, bars and entertainment outlets in Peninsular Malaysia starting September onwards.

Kenneth Soh, General Manager of Luen Heng F&B commented, "We, Luen Heng F&B a subsidiary of Carlsberg Malaysia, as one of the pioneer leaders in alcoholic beverage industry, we are offering consumers a high quality and diverse portfolio of premium beers, ciders, spirits & liquor. We are proud to be associated with one of the most luxurious Vodkas in the world".

The Royal Dragon embodies the spirit of the Water Dragon, is a unique concept alcoholic beverage which fits every palate of those who enjoy the exquisite flavours of the finest winter harvest rye. Its purity and softness derived from the five stage distillation process promises the ultimate tasting experience.

Witnessing the launch were the Management Team from Carlsberg Malaysia – Datuk Mike Krishnan, Non-Executive Director of Carlsberg Malaysia; Gary Tan, Sales Director; Juliet Yap, Marketing Director and Kristian Dahl, Supply Chain Director; who was joined by Mr Kenneth Soh, General Manager of LHFB, Mr Michel Morren-Founder of Royal Dragon Vodka and Mr Choi Keunho-Director of Royal Dragon Vodka.



During the launch, fellow guests and media were also treated with the Royal Dragon Imperial sampling as well as dance performances and spinning by DJ Jane Geri from Malaysia and DJ Remy Kersten from France, which created excitement amongst the attendees the evening.

About Royal Dragon Vodka

Royal Dragon Vodka is truly a unique luxury beverage concept that combines the best ingredients from around the world – Russian vodka, 23-carat Swiss gold, the Asian dragon, diamonds from Belgium, Italian packaging and Dutch Design – to deliver the highest in quality and an exceptional tasting experience.

Royal Dragon Vodka is perfectly to be served on the rocks and is a great match with your favorite mixer. To achieve elemental softness and purity, our vodka formula is five times distilled, using a century old copper pot still and charcoal filter. The exceptional designs with the prestigious Asian Dragon masterly handcrafted into the hand-blown bottles and impressive luxury gift-boxes are a true miracle to the eye.

The Elite, Imperial, Emperor and Customized Collection ranges are the best choice for those who want to celebrate in style and exclusivity.

For more information about Royal Dragon Vodka, kindly get in touch with Teng Seong Ho, Trade Marketing Manager for Spirit at 012-384 7963.

----- End -----

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

Teng Seong Ho

Manager
Trade Marketing (Spirits)

Mobile: 012-384 7963
shteng@luenheng.com

April Augustin

Manager
Corporate Communications

D/L: 03 – 5522 6474
april.augustin@carlsberg.asia