

**PRESS
RELEASE**

Not Just Any Golden Tree

SHAH ALAM, 6 February 2013 - It took three months to create and is a marvel of construction that attains a fine balance between height and stability. Reaching 16 feet at its highest point and spanning 16 feet across its widest point, the Carlsberg 'Tree of Abundance' with 680 mock ancient Chinese gold coins used in place of leaves, has piqued the interest of curiosity seekers and thrilled the Chinese community.

The golden tree built especially for the brand's Chinese New Year celebrations stands tall thanks to a complex system of carbon fibre, metal pipes, PVC and wires that have been painstakingly put together. The finishing touches are the mock coins in three sizes with the largest measuring up to one foot in diameter, lashings of gold paint and a Wishing Fountain at the tree's base.

Inspired by the ubiquitous money tree plant, the towering icon has now also earned itself a place in the Malaysia Book of Records as 'The 'Tallest Mechanical "Tree of Abundance" Replica' in the country.

It is the mechanical aspect that allows for the tree to be raised and lowered with the use of hydraulics, while a customized motorised mechanism enables the dispensation of the little coin box that bestows a gift. The coin boxes move along metal pipes and the tubes containing the coin boxes are reloaded under the base of the 'Tree of Abundance', with each tube holding 30 boxes at a time.

Whether the gift is an *ang pow* worth RM1,888 or RM1,188, a big bottle of ice cold Carlsberg or a deck of specially designed playing cards, for most people it is also about what the tree signifies.

Carlsberg's 'Tree of Abundance' is a symbol of prosperity and good fortune, and holds the promise of a positive start to the Year of the Snake. With the tree, the brand is spreading festive season abundance among its consumers with a touch of tradition.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, "The tree represents our wish for prosperity to flow and reach new heights for our consumers when they open Carlsberg beer this Lunar New Year. Each year, the creation of the icon for this festive occasion is a challenge for us to go beyond and bring something significantly meaningful to consumers. Seeing the tree receiving such enthusiastic response from the public wherever it goes means we have achieved our objective."

According to Carlsberg, the main challenge is transporting the tree to each location of the road show due to uneven roads and obstacles like telephone wires, tunnels, and trees along the way. It requires six people to assemble the tree each time, after which it is moved in its full form to remain authentic, with two outriders leading the way!

The tree's delicate appearance belies its durability thanks to a sturdy structure and weatherproof paint that enables this construction to withstand all but the harshest of weather and the rigours of long distance travel on the open road. The brightly lit tree mounted on a truck, which is elaborately decorated with mock ingots and gold coins, is a sight to behold.

The 'Tree of Abundance' can be spotted in key locations only in Peninsular Malaysia until February 22. To catch a glimpse of this Malaysia Book of Records holder or for information on the RM6.8 million consumer promotion, visit facebook.com/Carlsberg or www.carlsberg.com.my.

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

Carlsberg Malaysia

Koh Kian Mei
Brand Manager, Carlsberg Brand
Group & Marketing Communications
D/L: 03 – 5522 6340
kohkm@carlsberg.com.my

Pearl Lai
Head
Group Communications & Marketing Activation
D/L: 03 – 5522 6408
pearllai@carlsberg.com.my

acorn communications sdn bhd

Tam Mun Ee
H/P: 014 – 338 0011

Goh I Ching
H/P: 014 – 218 1906

Tel: 03 – 7958 8348
acorncommunications@acornco.com.my

何止“富贵黄金树”那么简单？

（沙亚南6讯）高16尺，宽16尺，树上挂了680个仿古金币的Carlsberg富贵黄金树金光闪闪，巍峨雄壮，吸引了无数人民好奇的目光。

这棵经历无数讨论、研究开发过程和草图绘制，动用了15至20名本地专业技工，费时3个月才克服重重挑战，终于成功创制出的Carlsberg富贵黄金树，稳如泰山，白天在太阳照射下，耀眼夺目，夜里亮灯后则金光熠熠。亲眼参观了这棵树的人都禁不住啧啧称奇，是什么技术使它能够在承受巨大重量下依旧四平八稳的高高撑起。

以碳纤维配上金属管、聚氯乙烯和金属丝等材质制作树叶和树枝，在树叶上涂以环氧树脂后，以“黄金”色彩敷面，再挂上680颗金币，富贵黄金树的树干与树枝由低至高徐徐向上伸展，宛如灵蛇耀舞，象征处事灵活，长袖善舞，身份、地位与收入节节高升，攀升，攀升，再攀升，永无止尽！树叶呈现的则是一片生气勃勃，开枝散叶的茂盛景象，因此，展现人前的是一棵金光闪闪，光耀夺目，气势雄伟华丽的富贵黄金树！

这棵从摇钱树处得到灵感制作的富贵黄金树，目前已获得了马来西亚纪录大全的肯定，被列为马来西亚以机械力学创制的最高机动型“富贵黄金树”。

以水力学原理制作使树身得以随意升高与降低，特制的动力机械让金币盒能从树干内掉出赠送顾客幸运礼品。金币盒沿着金属管输送，每掉出一个金币盒，就会从树根处进行补给，因此每一条金属管内任何时候都保存有30个幸运金币盒，确保源源不绝！

无论是价值RM11,888或RM1,188的大红包或是大瓶Carlsberg或甚至是一副特别设计印制的扑克牌，富贵黄金树代表的都是富贵与祥瑞。Carlsberg富贵黄金树寓意繁荣昌盛和好运，在新年将至之际给大家带来蛇年好的开始。通过这棵树，Carlsberg以深富中华文化传统的方式和大家共庆新年。

马来西亚Carlsberg集团董事经理王守仁说：“富贵黄金树代表了“皇帽一开，百业盛开”的意思，是Carlsberg对顾客的祝福，希望顾客财源滚滚，事业人生节节高升。”

“精益求精并为顾客带来惊喜，以独特的方式庆贺新年成了我们每一年的挑战，为了制作出别出心裁的吉祥物让我们费尽心思，眼见富贵黄金树所到之处都受到超乎预期的热烈反应，我们很高兴的宣布今年我们再次的实现了我们的目标。”

运送富贵黄金树巡访各地，颠簸跋涉于高低不平的道路，一路上还得避开各种障碍物如悬在空中的电话线、路旁的树枝，甚至进入隧道都是Carlsberg黄金辉煌游队伍的最大挑战。不但如此，每到一处，还得动用至少六人才能把树组装完成，为了确保完整无损，每次的出动都有两位摩托车警卫在前开路。

富贵黄金树任你风吹雨打，依然傲然矗立，有泰山的牢固之势，外形金光夺目全赖坚固的架构和经得起马来西亚风、潮湿和酷热天气考验的漆料。树上挂满的仿古金币，在太阳照射下折射出耀眼的金光，路径西马大小城镇，吸引力无数目光。

富贵黄金树，在西马展开的黄金辉煌游将进行至2月22日，看看马来西亚纪录大全持有者富贵黄金树的外形或获取Carlsberg总值RM680万新年兑奖促销活动的详情，欢迎浏览[facebook.com/Carlsberg](https://www.facebook.com/Carlsberg) or www.carlsberg.com.my。最高机动型“富贵黄金树”

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