



**PRESS
RELEASE**

CARLSBERG OFFERS PRIZES WORTH RM1 MILLION

Longest Running Amateur Golf Tournament Returns for the 19th Year

Putrajaya, 17 May 2012 – The Carlsberg Golf Classic, the nation’s biggest and longest running amateur golf circuit, returns for another thrilling season on the greens of 40 selected premier golf clubs nationwide. The 2012 edition is expecting 5000 golfers and will tee off on June 3 at Horizon Hills Golf & Country Club in Johor and ultimately the National Final slotted for December will take place at Saujana Golf & Country Club, Subang.

As the most preferred beer brand in the country, Carlsberg asserts its continuous support towards golf in the country through the evergreen Carlsberg Golf Classic for the 19th consecutive season at a press conference held at Palm Garden Golf Club, IOI Resort, Putrajaya.

“Carlsberg Golf Classic first started as a modest, localized golf tournament back in 1986, and over the years, the tournament has grown by leaps and bounds to be recognized as one of the biggest amateur golf event in the country. Today, we are glad to have Malaysia’s number one golfer Danny Chia in our presence as a sign of support to this leading golf tournament,” said Soren Ravn, Managing Director, Carlsberg Malaysia.

“Carlsberg and golf has always been a perfect match, representing many of the good old traditional values. Golf demands integrity as it is a game of discipline, whilst Carlsberg upholds its integrity in delivering consistent high-quality products to our customers. This perfect partnership is transcended with Carlsberg involvement with the prestigious Maybank Malaysian Open whereby Carlsberg has been a proud sponsor for more than 10 years.”

Soren added, “Carlsberg foresee the need of grooming many young Malaysian golfers and with that in mind we presented a RM50,000 contribution to SportExcel, the Foundation of Malaysia Sport Excellence for the development of junior golf program for 2012.”

For a start, the total prize offered for this year’s edition is well over RM1 million for the Gross and Nett categories, Longest Drive, Nearest To Pin, Nearest To Line and Lucky Draws just like as previous years.

The Classic also offers impressive Hole-in-One prizes for the preliminary legs including a Titoni watch courtesy of ATG Watch and a package tour for four to play golf in Siam Reap, Cambodia courtesy of Liberty Golf Services, valued at more than RM20,000 in total.



The excitement drive is boost even further for the golfers as the National Final offers a fabulous line-up of Hole-in-One prizes worth more than RM900,000. All par-three holes at the National Final will have hole-in-one prize, namely a Studio Apartment in Kuala Lumpur compliment of Hap Seng Land, a Mercedes-Benz B Class by Hap Seng Star, a Titoni watch sponsored by ATG Watch and a golf package for 2 person to watch The US Masters 2013 courtesy from Liberty Golf Services. The gross and nett champions at each preliminary leg will qualify for the National Final and the gross and nett champions at the National Final will earn the privilege of playing at the Pro-Am of the Maybank Malaysian Open 2013.

In conjunction with the tournament's 19th anniversary, a special prize dubbed the 19th Hole is offered and designed to add fun to the golfers as prizes offered will remain a mystery.

At the press conference, a mock cheque presentation of RM8000 was given away to two charitable homes namely the Precious Children Home, Petaling Jaya and San Pedro Shelter Home, Puchong respectively. The fund which was raised from the tournament last year was collected through the entry fees received from members of the participating clubs. This donation is a platform created for the golfers to participate and at the same time is able to support deserving charitable organizations.

The Sponsors line up for 2012 includes Hap Seng Land, Hap Seng Star, Panasonic, FJ, Callaway, Cozzia, Titoni, Liberty Golf Services, ParGolf, Kordel's, Gatorade and Sunplay

For more information of schedule listing, please visit www.carlsberg.com.my

About Carlsberg Golf Classic

Carlsberg's first foray into golf in Malaysia was in 1986 with the inception of the Carlsberg Trophy. This sponsorship of a circuit of low-key inter-club golf games among the armed forces golf clubs in the country were considered a groundbreaker in terms of corporate support for golf. Seven years later, in 1993, with the Carlsberg Trophy now entrenched in success and in response to growing demand, the brewery delivered what the local golfing community had been yearning for – the Carlsberg Golf Classic, making it the first brewery to own and run a golf circuit for amateur golfers in the country. This year, the circuit enters its 18th year, and the interest has not waned. The Carlsberg Golf Classic remains a much-anticipated event for club golfers, with an average of 5,000 participants at over 40 golf clubs nationwide annually.

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