

FOR IMMEDIATE RELEASE

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Probably The Best Golf Tournament

Carlsberg Golf Classic is back with greater fun on the green

Shah Alam, 2 August 2017 – Elevating its brand promise of delivering *Probably the Best* experience, Carlsberg offers more than RM3 million worth of prizes and inject a twist of fun into the Carlsberg Golf Classic tournament this year. Themed as ‘Probably The Best Golf Tournament’, Carlsberg Golf Classic 2017 was officially tee-offed alongside with its long-standing partners at a press conference held at the Saujana Golf and Country Club.

Back for the 24th edition, the golf tourney will commence from August 5 with 27 qualifying legs in Peninsula Malaysia and 5 in both Sabah and Sarawak. In addition to the 30 qualifying legs at the participating members-only golf clubs, there will be 2 open legs for avid golf amateurs to join the fun at the Palm Garden Golf Club, Putrajaya and the Horizon Hill Golf and Country Club, Johor Bahru.

“Carlsberg, *Probably the Best Beer in the World*, is turning 170 years young this November. Building on the success of Carlsberg’s Probably the Best Brewery Tour campaign held over June and July, we thought what better way to continue the anniversary celebration with Carlsberg Golf Classic’s Probably The Best Golf Tournament from August to November. Nett and Gross champions of the 32 qualifying rounds will be invited to celebrate their victory with 10 friends at Probably the Best Lounge in Shah Alam. I promise you that it will be great fun when you and your golf buddies can see, hear, touch, smell and taste a variety of quality brews right at our brewery,” Lars Lehmann, Managing Director of Carlsberg Malaysia commented in his official address.

“For non-competitive golfer, they can take up the fun challenge of “Lucky Pick”, “Nearest to the Bottle” and “Group Picture” and stand a chance to bring home our latest product innovation, Carlsberg Smooth Draught – Probably the Smoothest Beer in the world,” he added.

The tournament anticipates over 4,000 avid golfers to put their best swings for the four Hole-in-One prizes of Mercedes-Benz C250 and C200, a Sharp 70” LED TV and an Ogawa Masterdrive massage chair at the Golf Classic National Finals tentatively scheduled in the mid of December. What’s more? More than RM70,000 worth of prizes are up for grabs at the 32 qualifying legs with a 70” Sharp LED TV, Nex Evol Ogawa Massage Chair, a Titoni Master Series timepiece, Taylormade MI Iron and Taylormade Cart Bag and Jura 21-Year-Old Single Malt Whisky.

Adding greater fun to the tournament, Carlsberg consumers can also stand a chance to win an all-expense paid golf in VIP-style at selected exclusive golf clubs in Klang Valley. Do stay tune for the tournament schedule and latest promotions on www.facebook.com/CarlsbergMY.

The official partners of Carlsberg Golf Classic 2017 are Mercedes-Benz, Sharp, Ogawa, Taylormade, Cutter and Buck, Titoni, Saujana Hotels and Resorts, Gatorade, Jura, Wonda, Sunplay, and ParGolf.

About the Carlsberg brand

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my.

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堪称最佳高尔夫球赛 Carlsberg 经典高尔夫球赛卷土重来激发欢乐

莎阿南2日讯 – 今年度的 Carlsberg经典高尔夫球赛 (Carlsberg Golf Classic) 注入更多欢乐并为赛会提供了总值超过300万令吉的奖品，让**堪称最佳体验**的Carlsberg品牌再度升华。 Carlsberg在绍嘉娜高尔夫乡村俱乐部 (Saujana Golf & Country Club) 举行的新闻发布会上，与长期合作伙伴携手推介主题为‘**堪称最佳高尔夫球赛**’的2017年Carlsberg经典高尔夫球赛。

为第24届的赛会将于8月5日正式开赛，并一连为于在西马的高尔夫乡村俱乐部举行27场比赛，东马为5场。除了仅限会员俱乐部所举行的30场入选赛以外，大会也将分别在布城 Palm Garden高尔夫俱乐部及新山 Horizon Hill高尔夫乡村俱乐部举行另两场的公开赛。

马来西亚Carlsberg 董事经理雷盟在推介礼上致词时说：“Carlsberg**堪称世界最佳啤酒**，即将于11月迎来170年周岁。我们已成功在6月和7月举行了Carlsberg**堪称最佳啤酒厂之旅**，此次我们再接再厉举行由8月至11月**堪称最佳高尔夫球赛**的，再次将周年庆推上另一个高潮。我们也将盛情邀请32场入选赛的总杆和净杆冠军，让他们各偕同10位朋友前来莎阿南**堪称最佳酒廊**，一同欢庆他们此次的胜利凯旋。你和球友们将可在我们的啤酒厂目睹、耳听、鼻闻、身触和舌尝优质啤酒，我敢保证，这次你们将尽兴而归。”

他补充说：“至于不喜爱竞争的人士，则可以参与趣味的挑战，如幸运抽奖 (Lucky Pick)、贴近酒瓶 (Nearest to the Bottle) 及团体照 (Group Picture)，并有机会赢取我们最新创酿，**堪称世界最顺心顺喉的 Carlsberg 顺啤**。”

Carlsberg经典高尔夫球赛主办当局也在12月中举行的全国经典高尔夫决赛中，准备了4份一杆进洞的大奖，即宾士 (Mercedes Benz) 轿车C250与C200、一台Sharp 70” LED电视及一部 Ogawa Masterdrive 按摩椅。预料将有超过4,000高尔夫球手将使出浑身解数争取佳绩。不仅如此，在32场入选赛中也有总值超过7万令吉奖赏待赢取，包括一台 70” Sharp LED电视、Nex Evol Ogawa按摩椅、一只 Titoni Master 系列手表、 Taylormade M1 球杆及 Taylormade 球杆袋以及一瓶Jura 21年单一麦芽威士忌。

为了替赛会增添气氛，Carlsberg 消费者也有机会赢取前往吧生谷特选高尚高尔夫球俱乐部，打一场贵宾级而且费用全包的球。欲知比赛时间表及最新动态，请继续关注 www.facebook.com/CarlsbergMY。

2017年 Carlsberg 经典高尔夫球赛的官方合作伙伴为 Mercedes-Benz、Sharp、Ogawa、Taylormade、Cutter and Buck、Titoni、邵嘉娜酒店度假村、Gatorade、Jura、Wonda、Sunplay、及 ParGolf。

关于 Carlsberg 品牌

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，2013/2015 年成为巴克莱首要联赛的官方啤酒，并且与 5 大主要国家队，包括英国有伙伴关系。

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1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情, 请浏览 www.carlsbergmalaysia.com.my。