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SPECIAL KRONENBOURG TREATS FOR GUESTS AT THE BMW MALAYSIAN OPEN

It was a weekend to remember for guests at the BMW Malaysian Open 2012 as Kronenbourg 1664 hosted them at its beer garden for a taste of its Lager and Blanc premium beers in between matches.

Guests were also treated to some free Kronenbourg premium beers as the brand organized a special “64 minutes of free beer” at 4PM on Saturday (3 March) to coincide with the year the brand’s brewery was founded - 1664.

At the beer garden, there was never a dull moment. There was a mime to entertain guests with magic tricks as guests at the Kronenbourg beer garden laughed, clapped and enjoyed each other’s company over glasses of Kronenbourg.

The fun however did not end on Saturday but continued on to the very next day, during the BMW Malaysian Open Final. The sunny weather brought out the bright and cheerful vibes needed for the last day of the tournament. Guests were early to the grounds of the Bukit Kiara Equestrian & Country Resort to make sure that good seats were obtained so they do not miss out on matches.

A hospitality suite was also set up for VIP guests of the day which included the likes of Carlsberg Malaysia’s Managing Director, Soren Ravn, BMW Malaysia’s Managing Director Geoff Briscoe, the Australian High Commissioner in Malaysia, Miles Kupa and world-renowned designer Dato’ Jimmy Choo.

Kronenbourg 1664
PREMIÈRE BIÈRE FRANÇAISE

Guests enjoyed the Sunday afternoon over a nice cold Kronenbourg in hand and an exquisite buffet lunch before settling down in the stands for final matches.

At the hospitality suite, guests were further surprised as Jelena Jankovic, the former world number one tennis player made an appearance to bid farewell to her fans. Although she came in second in the tournament, it did not deter her spirit to entertain the guests in the hospitality suite as she took time to take pictures and sign autographs.

Carlsberg Malaysia's Managing Director, Soren Ravn said, "This was truly an exciting week and we are glad that Kronenbourg 1664 has had the opportunity to partner the BMW Malaysian Open to spice up the occasion. We hope everyone who came to the matches had an amazing time."

Photos from the Kronenbourg Hospitality Night will be uploaded to Kronenbourg 1664's Facebook page. Fans can view and download them at <http://www.facebook.com/kronenbourgMY>.

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About Kronenbourg 1664

Kronenbourg 1664 is a super premium beer that was named after the year Jerome Hatt, the founder of Brasseries Kronenbourg, first started commercial brewing. Since the fifties, Brasseries Kronenbourg is France's leading beer company, with a unique 350 year know-how and a famous portfolio of beer brands. In 2008, Brasseries Kronenbourg became 100% part of the Carlsberg Group. Today, Kronenbourg 1664 is the best-selling super premium beer in France and is sold in more than 70 countries

Find out more at www.carlsbergmalaysia.com.my

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