

**PRELIMINARY
RELEASE**

BUDWEISER UNVEILS THE 2010 FIFA WORLD CUP™ LIMITED EDITION ALUMINIUM BOTTLE

Petaling Jaya, 10th June 2010 – One of Carlsberg Malaysia’s subsidiaries- Luen Heng F&B Sdn. Bhd. (LHFB), the sole importer and distributor of Budweiser, the official beer of 2010 FIFA World Cup™ South Africa proudly unveils 2010 World Cup™ Budweiser Limited Edition Aluminium Bottle at Brussels Beer Café, Jaya One.

“Under all the intense competitions and challenging market conditions, Carlsberg Group has always held our ground and has continued to seek ways to exceed customers’ satisfaction. Increment in sales and improvement in portfolio are significant after acquisition of Luen Heng F&B Sdn. Bhd. (LHFB) in November 2008. With LHFB’s premium brands such as Budweiser, the joint synergies between CBMB and LHFB have enabled us to capture substantial market share in premium beverages segment,” commented by Soren Ravn, Managing Director of Carlsberg Malaysia cum Chairman of LHFB during his speech.




Ravn also added, “In year 2010, Budweiser is one of the key brands that are expected to drive strong sales growth with its line-up of exciting campaigns and rewarding promotions as the official beer of 2010 FIFA World Cup™, South Africa – the biggest soccer tournament in the world. We are proud to be part of this international event, marking the 1st time that the tournament has been held in the African continent.”

Adding on to the event, Brussels Beer Café is also having the Brussels Football Fiesta at their Jaya One flagship outlet as promotions and stage activities are put in place with live bands performing on every Thursday and Saturday fully supported by Budweiser.

The media launch also sees esteemed guests who were invited including the Deputy Managing Director of Carlsberg Malaysia and Vice Chairman of LHFB Dato’ Chin Voon Loong, General Manager of Luen Heng F&B Sdn. Bhd., Mr. Kenneth Soh, Mr. Philip Tan the Regional Director, Business Development – Asia Pacific of ANHEUSER-BUSCH IN-BEV INTERNATIONAL as well as media members.

Budweiser 2010 FIFA World Cup Merchandises & Activities

ONE WORLD, ONE GAME, ONE BEER

	<p>With only 5,280 units of World Cup gift packs (aluminium bottles of 473ml and a <i>Budweiser</i> World Cup glass), a limited amount of participating retail chains will share the available units – Carrefour, Giant, Jusco, Mercato, Village Soccer, Trenchell, Shunshine, Isetan, Sogo and GK Mart.</p>
	<p>Budweiser 355ml Pint Bottle Gift Pack with Budweiser World Cup Glass is available exclusively at Tesco.</p>
	<p>Budweiser 355ml Can Gift Pack with Budweiser World Cup Lanyard Bottle Opener is available at Carrefour, Giant, Jusco, Mercato, Village Grocer and Trenchell.</p>

Mini Football Games

Contests such as the Mini Football Games that are scheduled at selected outlets also with the merchandises mentioned above to be won. Adding on to their line of activities, an extended Budweiser sponsorship of the FIFA World Cup™ will make its way to the public via Budweiser 2010 World Cup Contest from 1st June to 31st July 2010.. The lucky winner will stand a chance to bring a guest to the 2010 World Cup Winning Country.

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For further info, please contact:

Marketing Manager (LHFB)	Ricardo Loh	012-5070663	ricardo_loh@luenheng.com
Trade/Product Development Manager (LHFB)	Evon Wong	012-6427963	evonwong@luenheng.com

RELEASE

BUDWEISER 推出 2010 年南非世界杯限量版铝瓶

八打灵再也，2010 年 6 月 10 日 - 马来西亚 Carlsberg 集团其中一家子公司，联兴食品有限公司 (LHFB)，是 2010 年南非世界杯官方啤酒百威啤酒(Budweiser)唯一的进口和分销商，于布鲁塞尔啤酒馆(Brussels Beer Café)荣重推出世界杯限量版铝瓶。

“在所有激烈竞争和挑战的市场条件下，Carlsberg 集团一直都很稳定发展，并继续设法超越和满足顾客们的需求。特别是马来西亚 Carlsberg 集团在 2008 年 11 月收购联兴食品有限公司后，销售和产品组合明显的提升。随着联兴食品有限公司所拥有的优质品牌如百威啤酒，配合马来西亚 Carlsberg 集团和联兴食品有限公司的合并关系，使到我们成功获取大量的优质啤酒市场份额。”马来西亚 Carlsberg 集团董事经理兼联兴食品有限公司主席王守仁致词时分享。

王守仁也说到，“2010 年，百威啤酒作为最受瞩目的南非世界杯官方啤酒，是今年一个主要的品牌，预计将配合其让人兴奋的活动和奖励促销，进而推动强劲的销售成长。我们非常荣幸地成为这国际赛事的一份子，代表第一次在非洲领土所举行的比赛。”

除此之外，百威啤酒将支持布鲁塞尔啤酒馆(Brussels Beer Café)于每逢星期四和星期六假其 Jaja One 商店举办布鲁塞尔足球嘉年华会，包括促销活动和现场乐队表演。

这媒体招待会也邀请到马来西亚 Carlsberg 集团副董事经理兼联兴食品有限公司副主席拿督陈文龙、联兴食品有限公司总经理苏志伟、百威英博 (ANHEUSER-BUSCH IN-BEV INTERNATIONAL) 亚太区业务发展区域总监陈文彬及媒体朋友。

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预知更多详情，请联络：

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