



**GOLFERS DRIVEN BY PASSION AT CLASSIC GAME!**  
**Biggest and Longest Running Amateur Tournament Rounds of to a Tee**

**SUBANG, 19 December 2012:** Malaysia's biggest and longest running amateur golf tournament, the coveted Carlsberg Golf Classic Championships, rounded off to an overwhelming finale after six months of sheer grit and technical nous witnessed since its launch in June, at Saujana Golf and Country Club in Subang, on 15 December 2012.

Approximately 5,000 golfers took part in the 40-leg tournament held at the country's most prestigious and exclusive golf clubs. The Gross and Nett winners from the 40 legs faced off for the Carlsberg Golf Classic National Champions title in the respective categories.

Champion of the Nett and Gross categories, Mr Toh Kim Loong and Mr Paul Ng Soon Thai won a Callaway Razr X Tour Irons drive each, a trophy for Nett and Gross and a chance to play with the pros at the ProAm game at the Maybank Malaysia Open in 2013.

Escalating the already exciting rewards for the champions is an overseas golf retreat sponsored by Carlsberg for the top three Nett and Gross category winners in 2013.

To mark the historical moment during the tournament at Kuala Lumpur Golf and Country Club on 24 November, golfer Mr Khor Poh Waa was rewarded for being the only golfer who scored the first Hole-in-One in hole 17. His reward included 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.

Receiving invaluable support from sponsors since its inception, this year, the tournament received incredible support by Hap Seng Land, Hap Seng Star, Titoni, Liberty Golf Services, Panasonic, FJ, Callaway, Cozzia, ParGolf, Kordel's, Gatorade and Sunplay., offering the winners more attractive and lucrative prizes.

This much-touted amateur golf tournament by the most preferred beer brand in the country, Carlsberg, has been generating publicity in the local and international golf circuit as well as receiving rave reviews for propelling amateur golf to greater heights.

Managing Director, Soren Ravn said, "Carlsberg is proud to be aligned with a premier sport like golf where integrity and discipline are integral characteristics of success. Likewise,



Carlsberg upholds its integrity and discipline in consistently delivering high quality products to its consumers.”

Apart from encouraging a passion for this sport, Carlsberg Golf Classic is also aligned with the brewer’s firm stand in its social responsibility commitment. In conjunction with the festive season of giving, a special Christmas arrangement was made for four charity homes, namely, Pure Life Society, KL, Rumah Hope, PJ, Rumah Shalom, Puchong and The Shepard’s Home, Dengkil. Children who represented the homes presented a medley of Christmas tunes such as Silent Night, Feliz Navidad, We wish you a Merry Christmas and Joy to the World. This year, a total of RM112,000 was raised and channelled to deserving charity organisations since the start of the tournament.

Carlsberg Golf Classic has made head way in propelling the game of amateur golf and is an avenue for novice golfers to display their flair and skills in this sport, paving the way for a brighter future in the international front.

-----End-----

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

Pearl Lai	Head Group Communications & Marketing Activation	D/L: +603-55226408 <a href="mailto:pearllai@carlsberg.com.my">pearllai@carlsberg.com.my</a>
Alex Leong	Manager Marketing Activation	D/L: +603-55226304 <a href="mailto:alexleong@carlsberg.com.my">alexleong@carlsberg.com.my</a>