

**PRESS
RELEASE**

**CARLSBERG GALLOPS INTO THE YEAR OF THE HORSE
WITH MORE THAN 80,000 GIVEAWAYS**
Consumers can expect cash, cash and more cash!

SHAH ALAM, 9 December 2013 – With the Year of the Snake making way for renewed hopes of good fortune in the Year of the Wood Horse, Carlsberg is charging boldly into the new lunar year with fresh promise of success and prosperity for its consumers. As a symbol of the magnificent steed set to usher in the year, Carlsberg is spreading good fortune with its cash abundant Chinese New Year promotional campaign that will see more than 80,000 prizes in cash and other giveaways going into the hands of lucky Carlsberg consumers.

As part of the exciting campaign kicking off on December 16, there are 30 cash prizes in tier 1 worth RM8,888 which will go to each of the lucky consumers who find a rearing Carlsberg horse image with an ‘A’ on the bottle cap liner from either a large bottle of Carlsberg, Asahi Super Dry or Danish Royal Stout at participating restaurants, food courts, hawker centres and coffee shops.

Carlsberg brings more festive cheer when consumers find a ‘B’ on the bottle cap liner. This time RM388 goes to each winner from a pool of 3,000 such prizes comprising tier 2. Henrik Juel Andersen, Managing Director of Carlsberg Malaysia, said, “Every Chinese New Year, we reach out to our Chinese consumers to show we share their values and respect their traditions. The Year of the Horse holds great excitement for Carlsberg as we plan to unleash more success, prosperity and good fortune in meaningful ways that will touch as many lives as possible.”

“We have made it even easier this time around for more consumers to walk away as cash winners so we can spread more good fortune. By creating a uniquely Carlsberg lunar new year experience, we want our consumers to race boldly into the year with refreshed energy and positivity. And for an especially good start, all consumers need to do is open a Carlsberg, Asahi Super Dry or Danish Royal Stout to win big from our promotional campaign. It’s that simple!”

In addition, lucky consumers who collect 3 bottle caps with ‘Z’ on the liner will get a chance to win RM888 merely by answering one simple question and signing Carlsberg creatively on contest forms. Consumers who spend above RM88 in a single receipt at selected outlets will also



receive contest forms, putting them in the running to win more cash prizes worth RM888 each by completing the form and submitting it with their receipt.

Cash isn't the only thing that consumers stand to win. Each contest form, also comes with the opportunity to bag fortnightly bonus prizes in the form of LED televisions courtesy of Carlsberg. Consumers are advised to submit their contest forms sooner rather than later to stand a greater chance of winning.

Discover a 'C' on the bottle cap liner? This will net 80,000 lucky winners a small bottle of Asahi Super Dry with which to toast the success and prosperity of their families and loved ones.

To redeem cash prizes from Carlsberg's consumer promotion, consumers with 'A' or 'B' bottle cap liners can call the respective redemption centres, details of which can be found at participating outlets. 'C' bottle caps liners with the horse image can be redeemed immediately at participating outlets, where contest forms are also readily available.

"The 2014 CNY consumer promotion will see Carlsberg delivering even greater consumer satisfaction as we set the pace going into the Year of the Horse. What's more, Carlsberg brings family and friends closer in the spirit of togetherness at festive gatherings, while building stronger ties. Now *that calls for a Carlsberg!*" Andersen concluded.

For more information on the consumer promotion and other festive activities lined up, visit us online at facebook.com/Carlsberg or Carlsbergmalaysia.com.my.

-----End-----

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

Carlsberg Malaysia

Koh Kian Mei
Brand Manager, Carlsberg Brand
D/L: 03 – 5522 6340; kianmei.koh@carlsberg.asia

Pearl Lai
Head, Group Communications & Marketing Activation
D/L: 03 – 5522 6408; pearl.lai@carlsberg.asia

acorn communications sdn bhd

Goh I Ching
H/P: 014-218 1906
Tel: 03 – 7958 8348

Michael Poh
H/P: 012-395 5202
acorncommunications@acornco.com.my