

A 'Golden' Start to the Year for Carlsberg Consumers

KUALA LUMPUR, 13 January, 2012 – Gold has always been considered to be a symbol of lavishness in the Chinese culture. This precious metal represents an abundance of wealth and is seen as a great gift. With Chinese New Year (CNY) fast approaching, some Carlsberg enthusiasts are already on to an auspicious start.

The Carlsberg CNY promotion which gives away gold and other gifts worth RM4,888,888, started in December last year and has been receiving a substantial amount of response. To-date, three lucky Carlsberg consumers have won pure 999 gold Dragon Sculptures worth RM9,999 each and another 111 consumers across Peninsular Malaysia walked home with pure 999 gold pendants worth RM999 each.

Lim Chuan Poh, who won the gold dragon sculpture, is a coffee shop owner from Puchong. He often shares the joy of Carlsberg with his customers. Whilst opening the eighth Carlsberg bottle of the day, he was pleasantly surprised when he noticed a printed design under the cap. "The Chinese believe that the number 'eight' is associated with prosperity and good fortune. I feel very lucky because this is my first time winning such a grand prize. I will definitely treasure this piece. Hopefully it will bring more good fortune to me and my family in the future!"

Gan Beng Chong from Johor, one of the winners of Carlsberg's gold pendant, said, "I unwind with Carlsberg almost every weekend with friends. I was aware of the ongoing promotion but was not expecting to win anything. However, little did I know that sometimes good things happen when you least expect it!" According to Gan, Carlsberg has always been his preferred choice of beer, and will continue being a loyal supporter of Carlsberg even after the promotion ends.

Many consumers have also won the exclusive limited edition Carlsberg Gold pint festive pack. Consumers can participate when they purchase Carlsberg beer quartz bottles from food courts, coffee shops and hawker centres across Peninsular Malaysia. To determine what type of gift they have won and can redeem, all they need to do is check the design printed inside the bottle cap.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, "We would like to congratulate all prize winners of our CNY promotion. We hope that by ushering in the Year of the Dragon



with gold giveaways for our loyal consumers will lead to greater prosperity for them in the months ahead.”

“Carlsberg is pleased once again to be able to bring family and friends together as they ring out the old year, and welcome the new. We hope that the Year of the Dragon brings out the courage, vitality and strength in our consumers for an abundance of good fortune in the year 2012!”

A total of five pure 999 gold dragon sculptures, hundreds of pure 999 gold pendants and thousands of Carlsberg Gold pints are still up for grabs. This Carlsberg promotion is available until 6 February 2012 or while stocks last.

Consumers can anticipate more exciting CNY activities and promotions from Carlsberg starting from the first week of January 2012. To welcome the Year of the Dragon, Carlsberg is holding first-of-its-kind dragon performances and other related activities to spread positivity and happiness in various locations in the peninsular. Carlsberg, the most preferred brand in Malaysia, plans to make its Lunar New Year celebration with the Malaysian public the most auspicious, rewarding and unique one to-date.

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

Carlsberg Malaysia

Pearl Lai
Senior Manager,
Group & Marketing Communications
D/L: 03 – 5522 6408; pearllai@carlsberg.com.my

Koh Kian Mei
Asst. Brand Manager, Carlsberg Brand
D/L: 03 – 5522 6340; kohkm@carlsberg.com.my

acorn communications sdn bhd

Elizabeth Foo
H/P: 012 – 220 3764

Yogini Singham
Tel: 03 – 7958 8348

acorncommunications@acornco.com.my