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**PRESS
RELEASE**

CARLSBERG CELEBRATES CHAMPION WITH BEST BEER AND HOSPITALITY

KUALA LUMPUR, April 17, 2012 – Carlsberg, the nation’s preferred beer brand, gave its all and more to golf fans and loyal customers at the recently concluded Maybank Malaysian Open (MMO) 2012 which turned out to be another phenomenal golfing experience.

Carlsberg Hospitality Marquee guests enjoyed the grandstand view of the 18th hole as the prestigious tournament offered an exciting finish with South Africa’s Louis Oosthuizen scoring a total of 17 under 272 to walk away with the coveted trophy and RM1.26 million in prize money, three shots ahead of Scotland’s Stephen Gallacher.

Soren Ravn, Managing Director of Carlsberg Malaysia, commented, “Once again this year, we treated Carlsberg consumers and avid golfers with exclusive and memorable experience. They managed to get up close to the action both on the course and off, be it at the Carlsberg Hospitality Marquee or at the Carlsberg Beer Garden with a glass of cold Carlsberg in hand. That truly calls for a Carlsberg!”

The Carlsberg Beer Garden proved to be a favourite pit stop as spectators dropped by to enjoy a refreshing Carlsberg brew, watch the competition on screens and try their hand at the various games available. Among all who took part at the Carlsberg’s daily lucky draws, four lucky winners took home either the Callaway golf equipments or one year supply of Carlsberg.

Simon Sabapathy, a regular visitor to the Carlsberg Beer Garden, said, “After a long day walking the course and following the players under the blazing sun, the Carlsberg Beer Garden was a welcome sight, like an oasis in the middle of a desert. It was a great place to quench my thirst with an iced-cold Carlsberg.”

“I am a true Carlsberg fan and for me Carlsberg is the best beer in the world so this year’s Carlsberg Beer Garden was a life saver for me to cool down while enjoying my favourite brew. The Beer Garden had great promotions and free gifts like golf visors and tee markers,” commented Michael Hong, who visited the Carlsberg Beer Garden three out of the four days.



South African James Blyth, a winner of the daily draw prize of a year's supply of Carlsberg, said, "Winning the lucky draw was a great way to end my two weeks holiday here in Malaysia. I was ecstatic when I heard I had won the lucky draw. I love the friendly atmosphere of the Carlsberg Beer Garden and the professionalism of the whole set-up. I had a fantastic experience and would love to come back to the MMO and the Carlsberg Beer Garden next year."

"I was so surprised to have won the Callaway driver for the lucky draw. I never expected it but once again Carlsberg always rewards its consumers in meaningful ways. I have been a loyal Carlsberg drinker for more than 10 years and Carlsberg delivers all the time. The Carlsberg Beer Garden had superb views of the course and I just love its outdoor concept," said Felix Lee.

The Carlsberg Hospitality Marquee was also a hot destination. With a Carlsberg beer in hand, guests mingled happily as they watched the competition unfold and the tournament winner crowned the 2012 champion. The Marquee also saw the surprise visit of competing professional golfers such as Jbe Kruger, Lee Slattery, Alvaro Quiros, Simon Dyson and Charl Schwartzel.

Prior to the start of the Maybank Malaysian Open, winners of the 2011 Carlsberg Golf Classic National Finals, Dr. T. Rajandran from Legends Golf & Country Club, Fong Seng Tat from Kelab Rekreasi Tentera Udara, as well as supportive customer of Giant hypermarket Jannie Venter, played alongside Thai pro Pariya Junhasavasdikul at the ProAm game on April 11, 2012. Team Carlsberg emerged as champion with a score of 19 under. That truly calls for a Carlsberg!

Commenting on the experience, Fong said, "It was a fantastic occasion made even more special with my hole-in-one at the par three 11th hole. Carlsberg definitely delivered a fantastic golfing experience! Being one of the top 10 winners of Carlsberg Golf Classic National Finals 2011, we were treated to a great golf retreat in Thailand, and I had a priceless opportunity to participate in the ProAm to play alongside with Pariya who shared useful course management pointers with us."

Carlsberg and golf in Malaysia go back many decades and today, the brand is the market leader in the golf segment. Carlsberg has an ongoing sponsorship with the Maybank Malaysian Open until the end of the 2015 season.

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Carlsberg's Involvement in Golf

Carlsberg's first foray into golf in Malaysia was in 1986 with the inception of the Carlsberg Trophy. This sponsorship of a circuit of inter-club golf games among the armed forces golf clubs in the country was considered a groundbreaker in terms of corporate support for golf.

In 1993, with the Carlsberg Trophy well entrenched in success and in response to growing demand, the brewery delivered the Carlsberg Golf Classic, making it the first brewery to own and run a golf circuit for amateur golfers in the country. The Carlsberg Golf Classic remains a much-anticipated event for club golfers, with an average of 5,000 participants at over 40 golf clubs nationwide annually.

On a national level, Carlsberg has sponsored the Malaysian Open since 2001 and will continue to do so until 2015.



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