

**CARLSBERG MALAYSIA
SPONSORS “SITI & SIBOL”
TREATS TWO ORPHANAGES TO A FUN-FILLED DAY AT ZOO NEGARA**

Shah Alam, 4 December 2010 - In line with Carlsberg Malaysia’s long-term commitment in giving back to the community, Carlsberg Malaysia announced its annual sponsorship of RM 15,000 for the Year 2010 to the Malaysian Zoological Society (Zoo Negara), as the adoptive parents of two of Malaysia’s very-own Elephants, 31 and 33 year old female elephants - “Siti” and “Sibol”.

“For 24 consecutive years, Carlsberg Malaysia has been contributing to this annual Community project, to date we have provided financial support of more than RM 215, 000 to Zoo Negara, to ensure that the Malaysian Elephants are well maintained and continue to entertain and educate visitors to Zoo Negara,” Soren Ravn, Managing Director of Carlsberg Malaysia said.

As part of Carlsberg Malaysia’s annual sponsorship to Zoo Negara, the company also invited a group of 40 children from Pusat Jagaan Ragaventhirar Karunai Illam and El Saddai Shelter to spend a fun-filled day at Zoo Negara.

“I have been told that majority of the children from the two orphanage homes have not visited Zoo Negara before and this is their first time to a zoo. We are happy to make a difference and to provide these children with the opportunity to experience and see for themselves more than 5,137 animals here today. I hope the children who are here today will have tremendous fun meeting the animals especially our two elephants Siti and Sibol and experience a unique Children’s Day Out,” Ravn shared.

In conjunction with the event, Carlsberg Malaysia also made cash contribution of RM 5, 000 each from the Carlsberg Golf Classic Charity Fund to Pusat Jagaan Ragaventhirar Karunai Illam and El Saddai Shelter respectively for the orphanage homes’ expenses. Carlsberg Malaysia hopes that the contribution will help ease the financial burden of the two shelter homes.



The children from Pusat Jagaan Ragaventhirar Karunai Illam and El Saddai Shelter were greeted with goodie bags from Carlsberg Malaysia and then to an enjoyable Saturday morning at the National Zoo.

- Ends -

About Carlsberg Brewery Malaysia Berhad

Incorporated in December 1969, Carlsberg Brewery Malaysia Berhad (Carlsberg Malaysia) began brewing Carlsberg Green Label beer locally in 1972. Listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is an established brewery that manufactures and distributes beer, stout, wine, spirits and other beverages mainly in the Malaysian market and also via its investments in Singapore, Sri Lanka and Taiwan.

It is the only brewer in Malaysia that offers seven of the world's top international beer brands – Carlsberg, Tuborg, Corona, Budweiser, Stella Artois, Foster's and Beck's, as well as other popular brands like Hoegaarden, Carlsberg Gold, Carlsberg Special Brew, SKOL and Danish Royal Stout.

Find out more at [.carlsbergmalaysia.com](http://carlsbergmalaysia.com).

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

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