



**PRESS
RELEASE**

'WHERE'S THE PARTY?' DELIVERS AN EPIC ADVENTURE!

Carlsberg brings together three nations for a whirlpool of adventure, excitement and music

KUALA LUMPUR, 12 November 2012 – Carlsberg's unique 'Where's The Party?' event recently brought its entourage to the Pearl of the Orient – Penang for the one-of-its-kind party this year. Action packed with a marathon of games, assembly of international music maestro's and ice cold Carlsberg beer, and the event was a rally of energetic vibes from beginning to end.

The distinct party series offers young party-goers the ultimate party experience. The mystery event hones in on consumers' natural fascination with the unknown and challenges the curiosity of those who are bold enough to step out of their comfort zone for greater excitement and rewards.

According to Soren Ravn, Managing Director of Carlsberg Malaysia, the 'Where's The Party?' series is a counterweight to the commercialization of how most music events happen these days. "This event is gaining immense popularity in Malaysia and is being stamped as an iconic party experience. The platform allows our consumers to get down with an edgy vibe that is completely unique. Coupled with the unknown adventure factor; 'Where's The Party?' offers a complete experiential journey that you would definitely not get anywhere else."

"Every detail of the party is meticulously brewed together. Consumers were transported on an epic crusade as soon as they made it onto the guests list, ensuring the experience remains extraordinary," Ravn added

Entering its third wave this year, the first ever 3-Nation party saw 1,200 guests from Malaysia, Hong Kong and Singapore finding themselves on the shores of Hard Rock Hotel's beachfront.

Partygoers congregated in droves at Queensbay Mall before boarding their respective buses to the hotel where they were greeted by a welcome crew of hostesses and percussionists. After check-ins, the event kicked-off with enthused guests darting towards the event site.



To keep spirits on a high-note, beach volley ball, a tug-of-war zone and a limbo-rock area occupied invitees as Twilight Action Girl spun a slew of hypnotic electro dance beats. DJ Nikki soon took over the decks rippling out chill-out house anthems, building the momentum for the main party zone.

Decked with a massive LED paneled stage, the central zone was outlined with a flow of streaking, spinning colours and a dance 'cage' in the middle of it all. Opening with Soren Ravn, jet-skiing into the party zone; the grand entrance made for a great kick-off introduction, followed by a beat boxing battle between Shawn Lee and the charming MD himself aka Star Rapper. Guests were throwing out constant cheers before celebrity hosts Joey G and Patricia K took the stage.

While a visual playground of lights danced across the sea of people, and pyros made for stimulating retina-seduction, Mad August a.k.a Crossfire had music lovers jumping around with enthusiasm. Rubberband then brought the house down with a 45 minute-set of no-frills Cantopop tunes, while the famous Love Cubic dancers from Korea chugged out hot moves to commercial favourites.

Genre-defying Dubstep and electro house pushed the tempo as DJ Inquisitive took on the wheels of steel causing dance mayhem in the 'cage'. The tribal, percussive beats that cannot quite be classified left hands in the air and feet on constant overdrive.

Focusing more than ever on dance music with hits that flowed like a DJ set, left-field R&B and hip-hop diva Kelis was next on the line-up, and made her mark with pop-dance hybrids that left partyers craving for more. Throwing shape-shifting instrumental segues into the mix; the set brought the party into full swing.

Bringing it back to the eclectic sounds of Dubstep and electro house, producer and DJ Norman Doray surfed in and jacked-up the audience with a melodic treat of progressive sounds. DJ Mayumi then closed the night with superb hip-hop tones that left everyone shaking like a Polaroid picture.

The night ended on an astronomical level as revelers made their way back to their respective rooms in high-spirits and audible chatter. Making yet another experience an epic one, Carlsberg's 'Where's The Party?' showcased one of the most entertaining parties to hit punters, and the anticipation is already bursting at the seams for the next chapter.

The knowledge and awareness amongst consumers on the significance of responsible drinking is Carlsberg Malaysia's top priority. The brewer deployed employee-ambassadors to encourage consumers to party and consume beer in moderation as part of its efforts in advocating responsible drinking.

About Carlsberg Malaysia

Since 1847, the Carlsberg brand has enjoyed global brand distribution, has become a brand of high awareness.

On 6th of April 2011, all across the globe simultaneously witnessed Carlsberg undergo a successful global transformation, across more than 140 countries. The Carlsberg brand underwent a major transformation and the introduction of a new slogan "That Calls for a Carlsberg".



All of the changes links back to Carlsberg founder, whose deep heritage of passion, innovation and entrepreneurship still connects with today's young consumers. A sign that their spirit is still a part of what makes Carlsberg special.

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