

**PRESS
RELEASE**

**CARLSBERG BREWS LUCKY
MILLIONAIRE IN THE
YEAR OF THE SHEEP**

SHAH ALAM, December X, 2014 – Smoother sailing days are expected for the upcoming new lunar year as the challenging times in the Year of the Horse come to an end. For Carlsberg, the Year of the Sheep has an especially significant meaning as the brewery was originally founded in Denmark under this Chinese zodiac sign in 1847. With double the reason to celebrate the year of this animal sign, Carlsberg Malaysia is unleashing even more prosperity and good fortune on its consumers with a bounty of cash prizes.

For the first time in its Chinese New Year promotional campaign, Carlsberg is on a nationwide search across cities and towns to discover the very first Carlsberg Millionaire in Malaysia!

To stand a chance to be in the running to become the Carlsberg Millionaire, consumers across the country just need to enjoy some of Carlsberg Malaysia's most loved brews.

Starting from January 2 to February 28, 2015, consumers merely need to check the underside of bottle cap of any large bottle of Carlsberg, Asahi Super Dry and Royal Stout purchased at participating restaurants, food courts, hawker centres and coffeeshops and look out for the Chinese character for 'Smooth' (順) to win a RM13,888 cash prize. Alternatively, consumers who purchase a 24-can Carlsberg Festive Pack from participating supermarkets and hypermarkets simply need to check for the congratulatory message printed at the base of the tray to discover if they too can walk away with RM13,888 in cash.



All 38 winners of RM 13,888 will be a contender for the Carlsberg Millionaire title. They will be invited to attend a special celebratory event in Klang Valley to find out who amongst them will become the first Carlsberg Millionaire, and receive the Grand Prize of RM1,000,000 in cash, making him or her the lucky recipient of a double windfall.

That's not all, as consumers who purchase a 24-can Carlsberg Festive Pack can also stand to win RM200 shopping vouchers to kick start a prosperous lunar new year.

"This is the single biggest Chinese New Year cash giveaway we have rewarded our consumers with and we are excited about being the bearer of such good fortune," said Henrik Juel Andersen, Managing Director of Carlsberg Malaysia.

"It has admittedly been an eventful Year of the Horse and we wanted to be sure that the Year of the Sheep will be easier and more prosperous for our loyal fans and consumers. The coming year will certainly be life changing for the Carlsberg Millionaire, and we hope all our cash prizes will bring a smoother year for the lucky ones. After all, what can make any new year more auspicious than a great, big ang pow from Carlsberg!"

"Friends and family are always central to Chinese New Year celebrations, and reunions are the perfect occasion to enjoy ice-cold Carlsberg together. Carlsberg is a brew that unites and bridges the gap between generations, bringing together the young and the old. Now that calls for a Carlsberg!" he concluded.

For more information on the Carlsberg Millionaire Contest and other festive activities lined up, visit www.carlsberg-cny.com.my or www.facebook.com/CarlsbergMY.

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

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Carlsberg羊年营造幸运百万富翁

莎亚南X日讯 –马蹄声声扬鞭跑，羊年转眼要来到，充满挑战的马年已来到尾端，让我们祈愿在来临的一年里一帆风顺！斗转星移，日月更替，即将进入的2015乙未羊年对Carlsberg而言具有深远的意义，事因Carlsberg在丹麦1847年成立的年份相同也属羊年。因此，马来西亚Carlsberg集团在这羊年里将派送丰富现金巨奖，并营造第一个幸运的Carlsberg百万富翁，与忠实的饮家们一起顺顺利利创造丰盛的一年。

这是Carlsberg农历新年促销中首次穿越全国大城小镇发掘大马首位Carlsberg百万富翁的活动！消费者只需要享用大马Carlsberg集团旗下备受青睐的啤酒品牌即有机会成为第一名Carlsberg百万富翁！

从2015年1月2日至2月28日期间，消费者只需要在参与促销的餐厅、美食广场、小贩中心及咖啡店购买大瓶装Carlsberg、Asahi Super Dry或Royal Stout，查寻并获得底部印有“顺”字的瓶盖，即可成为奖金得主之一，赢得1万3888 令吉现金奖！此外，到参与促销的超级市场及霸级市场购买24罐佳节包装Carlsberg啤酒的饮家，凡在各自的包装底部寻获相关贺词同样可把1万3888令吉现金奖带回家。

所有38位促销活动的1万3888令吉得奖者将有机会角逐Carlsberg百万富翁的头衔！这38位促销活动的1万3888令吉现金奖得主将受邀出席在巴生谷举行的特殊庆祝活动，从中保证



一名将双喜临门，被选出成为Carlsberg百万富翁的幸运儿，当场领取1百万令吉的现金巨奖！

惊喜不止于此，相关霸级市场也将赠送价值200令吉的购物礼券予购买佳节包装Carlsberg啤酒的幸运顾客！

马来西亚Carlsberg集团董事经理皇德生说：“这是我们历年来送出最丰富的现金巨奖，以回报忠实消费者一路来对我们的鼎力支持。”

“无可否认，马年是多事之秋，因此我们想要让忠实粉丝以及消费者在羊年里更顺利更兴旺。我们希望送出的所有现金奖让幸运儿度过顺风顺水的一年，也确信来临的一年将会是“Carlsberg 百万富翁”的转折点。毕竟还有什么比获得Carlsberg大红包来开启新的一年更吉利更欢喜？”

他总结：“在农历新年新春佳节时与家人朋友团聚向来是华人的习俗，而且是节庆里非常重要的一环。与家人享用团圆饭或朋友团聚时更是一起享用冰凉顺喉Carlsberg的完美时刻。我们希望藉着一杯杯香醇顺口的Carlsberg，能为大家建立更亲近的亲情与友情，也在2015乙未羊年里，为大家带来顺风顺水的一年！”

更多有关“Carlsberg百万富翁”竞赛详情及即将来临的新春活动，请浏览www.carlsberg-cny.com.my 或 www.facebook.com/CarlsbergMY。

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