

**PRESS
RELEASE**

The Official BPL Trophy Arrives in Malaysia!

Kicks off Carlsberg's 2nd season as official beer partner

KUALA LUMPUR, Sept 2, 2014 - With the much-awaited Barclays Premier League 2014/2015 season finally kicking off in August, what better way to gear up for more great footie moves, legendary players in action and drama both on and off the pitch, than by getting up close with the coveted official BPL trophy.

Fanning the passion of fans, the trophy was brought down by the league's official beer partner Carlsberg to launch its newest BPL consumer campaign, which is expected to strengthen the bonds of friendship as much as football fans' love for the brew in Malaysia.

At the launch held at Publika Shopping Gallery, invited guests and the public came together to welcome the ultimate symbol of league domination before it set off on a tour to selected locations across the country.

From August 29-31, the trophy will be making stops throughout the Klang Valley, Penang and Johor on its whirlwind tour. It will be easy to spot as it moves from one location to another in a customised truck cum display platform, the Carlsberg 'Champions Trophy Truck'.

Football fans will be able to take photos and videos with the Cup at the 'Champions Trophy Truck' stops, and even stand to win themselves BPL memorabilia. All consumers need to do is snap a photo of the 'Champions Trophy Truck' when they see it on the road, or take a 'selfie' with the official BPL trophy, sharing the moment with likeminded friends. Exclusive gifts and merchandise await the most creative photos and poses uploaded to Facebook and Instagram with the hashtag #CarlsbergTrophyTour.

"This BPL season, Carlsberg will focus on three things, beer, football and friendship," said Henrik Juel Andersen, Managing Director of Carlsberg Malaysia. "Football is as much about the supporters as it is the clubs and it has been said that the sport belongs to the fans who support it week in week out. As the official beer partner of the BPL, we kick started the season by rewarding our consumers with an experience that few in the world can say they've had. There will be many more moments of glory and timeless friendship throughout the season and we invite our consumers to enjoy these memorable and unique Carlsberg moments with friends."

At the launch, Carlsberg also unveiled details of its latest consumer promotion which will run from September 1 to October 31 this year. Taking its second season's consumer promotion to the next level, Carlsberg is giving each grand prize winner the money-can't-buy opportunity to attend the 'Ultimate BPL Retreat' with three of their closest friends. Hosted by four bona fide BPL legends, the retreat will see the group spending 2 days and 1 night immersed in a football experience like no other while strengthening the bond of friendship over ice-cold Carlsberg. Consumers stand a chance to win the passes when they enjoy Carlsberg Green Label at participating coffee shops, food courts, restaurants, bars and bistros or when they buy the specially packaged 6-can BPL Match Pack.

At select coffee shops, food courts and restaurants, passes for four to the 'Ultimate BPL Retreat' and RM388 await each of the twelve lucky consumers who find a trophy icon on the bottle cap of a large (640ml) Carlsberg Green Label bottle. The 36 lucky consumers who discover a hop leaf icon on their bottle caps will win a limited edition Carlsberg BPL referee jersey and RM188 each while 360 limited edition, Carlsberg BPL referee jerseys will go to consumers who find a jersey icon on their bottle cap.



At select bars and bistros, consumers who spend more than RM100 on Carlsberg in a single receipt can participate in the contest by answering a simple question via text message. Participants will get the chance to draw from a pool which includes 20 grand prizes, each consisting of four passes to the 'Ultimate BPL Retreat' as well as 360 consolation prizes of the limited edition Carlsberg BPL referee jersey.

Also, for the duration of the consumer promotion, whenever consumers buy a specially packaged 6-can BPL Match Pack of Carlsberg Green Label from participating hypermarkets and supermarkets, they might just be lucky enough to win a golden ticket for four to the 'Ultimate BPL Retreat'. Consumers can also look forward to testing their BPL knowledge in the pub quizzes held during viewing parties throughout the season where they will also get a chance to win passes to the ultimate retreat.

For more information on Carlsberg's Official BPL Trophy Tour and latest consumer promotion, visit 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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供即时发布

PRESS
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英超奖杯莅临大马

为 Carlsberg 新赛季足球赛拉开序幕

[吉隆坡 2 日讯] - 万众期待的 2014/2015 英超联赛赛季终于展开了。为了点燃足球迷的激情，身为英超联赛的官方啤酒，Carlsberg 今次把英超冠军奖杯特带来大马，以为新一季英超联赛造势和推介促销活动。Carlsberg 希望此宣传能增强足球粉丝们之间的友谊以及对 Carlsberg 啤酒的热爱。球迷们也可期待目睹英超奖杯的风彩及与知名传奇英超球星的近距离接触，好让大家从其中而增进友谊。

从 8 月 29 日至 31 日期间，英超奖杯将被安置在一辆特别设计的“Carlsberg 冠军奖杯展览车”上，全程紧贴的在巴生谷地区、檳城及柔佛的闹市中穿梭巡游，并在三地的指定地点举行公开活动。

各地球迷除了有机会与奖杯近距离接触，还可以与奖杯合照或录影，并赢取丰富奖品！顾客们只需要将“Carlsberg 冠军奖杯展览车”的照片或者个人与奖杯的自拍照上载至面子书与志同道合的朋友分享，同时标签#CarlsbergTrophyTour，最富有创意的照片或摆出最创意姿势的球迷将有机会获得 Carlsberg-英超特别礼物及周边产品。

马来西亚 Carlsberg 集团董事经理皇德生说：“在新一季的英超联赛中，Carlsberg 将专注在三件事情：啤酒、足球及友谊！作为英超的官方啤酒，我们让大马顾客及球迷在赛季开始时，享有世间难得的 Carlsberg 体验。我们相信赛季期间将有不少辉煌时刻，同时建立恒久不变的友谊，为此我们邀请顾客与朋友共享这难忘独特的 Carlsberg 时刻。”

在推介仪式期间，大马 Carlsberg 集团也透露即将从 9 月 1 日开始至 10 月 31 日期间举行最新的促销活动。除了上述活动，在这第二季赛季里，顾客们将有机会赢取“两天一夜，住宿全包的终极足球之旅”通行证，并与三位真挚好友及知名传奇英超球星近距离接触，切磋球技，齐看球赛，欢聚喝彩，共同增进友谊。若想要赢取此通行证，球迷们可在指定的咖啡馆、美食中心、餐馆、酒吧及小酒馆饮用 Carlsberg 或者购买 6 罐一包的英超联赛包装罐装啤酒。

在指定咖啡馆、美食中心及餐馆，12 名从大瓶装 Carlsberg 啤酒的瓶盖找到奖杯标志的幸运儿，将可赢取 4 张“终极足球之旅”通行证及 388 令吉现金奖，而 36 名在 Carlsberg 酒瓶瓶盖上发现啤酒花标志的幸运儿将获得限量版 Carlsberg 英超裁判球衣及 188 令吉现金奖，另外 360 份限量版 Carlsberg 英超裁判球衣将送给从瓶盖上找到球衣标志的顾客。

同时，在指定酒吧及酒馆以单张收据购买超过 100 令吉以上 Carlsberg 的顾客只要透过简讯回答简单的问题，就有机会参加抽奖竞赛赢取 20 份“终极足球之旅”通行证及限量版 Carlsberg 英超联赛裁判球衣并与三位真挚好友及英超球星同增进友谊，而安慰奖备有 360 件限量版 Carlsberg 英超联赛裁判球衣。

在促销活动期间，顾客也可从指定的霸级市场或超级市场购买 6 罐一包的英超联赛包装罐装 Carlsberg 啤酒，就有机会赢取一张供四人使用的“终极足球之旅”通行证。他们也可在促销活动期间在酒吧的球赛放映派对里，参与常识竞赛，以赢取此通行证。

欲知更多有关“Carlsberg 英超冠军奖杯巡回展”及最新促销活动消息，请浏览
www.facebook.com/CarlsbergMY.

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