

**PRESS
RELEASE**



CARLSBERG TEES OFF AT PRESTIGIOUS MMO

Danny Chia Named Ambassador of 2013 Carlsberg Golf Classic

KUALA LUMPUR, 22 March 2013 – Let the good times roll. Carlsberg is back once again as a main sponsor of the Maybank Malaysian Open (MMO) with the promise of bringing golf enthusiasts up close to the action on the green.

Spectators are in for a thrilling time at the Carlsberg Hospitality Marquee as they watch the world-class tournament unfold, with golf luminaries including former world No. 1 Luke Donald, Masters champion Charl Schwartzel, MMO 2011 champion Matteo Manassero and three-time Major champion Padraig Harrington vying for MMO's biggest prize purse yet.

Over at the Carlsberg Beer Garden, consumers and golf fans can indulge in a special promotion while enjoying cold, refreshing Carlsberg. There will also be daily lucky draws, where winners can walk away with Callaway equipment and iPad Mini. Charming Carlsberg ambassadors will also be distributing hand fans and umbrellas.

At today's media gathering, Carlsberg also announced that Malaysia's top professional golfer and national hero, Danny Chia, has been appointed Ambassador of the 2013 Carlsberg Golf Classic (CGC) – the biggest and longest-running amateur golf tournament in the country.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, "Our Golf Classic first started as a modest, localised golf tournament back in 1986, but we're proud that it has become one of the most noteworthy amateur golf events in the country."

"As we celebrate our 20th anniversary milestone this year, we are honoured to have Malaysian ace Danny Chia represent Carlsberg, the country's most preferred beer brand, at the CGC. Already an ardent supporter of our tournament, Danny being on board will further elevate the CGC. Additionally, Carlsberg will also be represented throughout his local and international tours."

"As natural a choice that Carlsberg is for golfers and golf fans, so was the selection of Danny as our ambassador. He continues to push the limits of his abilities, breaking away from his comfort zone to compete in ever-challenging tournaments. He is an inspiration for all other home grown golfers aspiring for success and world recognition."

The tournament has been receiving rave reviews from the local and international golf circuit for its role in propelling amateur golf to greater heights in Malaysia.

Carlsberg made history as the first brewery to own and run a golf circuit for amateur golfers in the country. Similarly, Danny made history and the nation proud when he clinched the title at the Taiwan Open in 2002, making him the first Malaysian to win an Asian Tour event.

The CGC has grown in leaps and bounds and remains a much-anticipated event for golf enthusiasts nationwide. Since its inception, its success has been entrenched and now it is the hallmark for the upswing of amateur golf in the country. With the gross & net champions in the National Finals now getting to play in the pro-am of the MMO, this offers a uniquely Carlsberg golf experience that money cannot buy.

Ravn added, "Carlsberg and golf is a great match, representing good old traditional values like integrity and discipline. Golf demands integrity and discipline, while Carlsberg upholds integrity and discipline in delivering consistently quality brews based on rich heritage and perfect taste. It has earned its place as the golfers' beer of choice. And that definitely calls for a Carlsberg!"

Danny, who started the year in top form, bagging the season opener of the Professional Golf of Malaysia Tour (PGM), the PGM I&P Kinrara Classic, will be leading the Malaysian contingent at the MMO at the award-winning Kuala Lumpur Golf & Country Club.

Danny, as well as the rest of the team, will be vying to be the first Malaysian to win the Seagram Trophy at this prestigious event.

Apart from the MMO, Carlsberg Malaysia is also the proud sponsor of the Mercedes Trophy, which is reputed to be a renowned international golf tournament where golf is transformed from a pure sporting extravaganza into a lifestyle experience.

Don't miss out on the action as local talent pit their skills against world-class stars at the MMO. For more information, visit www.carlsberg.com.my

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