



**PRESS  
RELEASE**

**CARLSBERG “SWINGS & CHEERS”  
WITH 5,000 AVID GOLFERS AT 40 GOLF CLUBS**  
Carlsberg Golf Classic is back with greater excitements for another 18 holes in its 18 years

Shah Alam, May 25 – Carlsberg, the Malaysian’s most preferred beer brand, continues its legacy and dominance within the beer category in Malaysian golf by teeing off its 2011 season of Carlsberg Golf Classic, known as the biggest and longest running amateur golf tournament. At the recent press conference held at the Kota Permai Golf & Country Club, Carlsberg Malaysia announced that its prestigious golf tournament is back with greater excitement, more rewarding prizes back-up by new sponsors’ and more “swings and cheers” Carlsberg moments for another 18 holes over 40 legs in its 18<sup>th</sup> edition.

“Whilst there are more than 200 golf clubs in the country, we partnered with 40 of the most prominent and exclusive golf clubs in Peninsula and East Malaysia. In our point of view, these are the current best and popular clubs in the country that we are proud to be associated with. We support and run tournaments at these clubs, enjoy seeing Carlsberg being consumed as the most preferred brand by members of the clubs and are confident that Carlsberg will continue to grow in tandem with the business of the clubs”, Soren Ravn, Managing Director of Carlsberg Malaysia commented in his speech.

“Carlsberg and golf have always been a perfect match, representing many of the good old traditional values. Golf demands integrity as it is a game of discipline, whilst Carlsberg upholds its integrity in delivering consistent high-quality products to our customers”, Ravn added.

“Carlsberg Golf Classic has evolved from an inter-club golf tournament among the armed forces golf clubs in 1986 to a much-anticipated annual event among the golfing fraternity. As you know, Carlsberg has sponsored the Malaysian Open for more than 10 years and just signed on for another 5-year as Main Sponsor of the Maybank Malaysian Open (MMO) 2011 to 2015. At the recent MMO, we have also sponsored 5 Malaysian Pros as Carlsberg ambassadors to inspire and help realize the full potential of the young and promising local talents as well as to support our talented golfers”, Ravn shared.

Ravn commented that “This year’s Classic will be the best ever and that calls for a Carlsberg! Special thanks to our new sponsors and partners, who offer amazing prizes such as PremierMiles equivalent to an attractive international destination from Citibank PremierMiles card, a 3-storey endlot townhouse in D’ Alpinia, Puchong by Hap Seng Land, a Mercedes Benz model C200 CGI

Elegance by Hap Seng Star as well as other exclusive golf premiums, luxury watch and golf holiday packages.”

The 18<sup>th</sup> edition of Carlsberg Golf Classic will tee off on June 12 at the Kajang Hill Golf & Country Club, and will be staged at 40 golf clubs nationwide, culminating with a grand finale at in December. There will be four legs in Sabah and one in Sarawak, in reflection of the growing popularity of both golf and Carlsberg in the East Malaysian state. The Nett and Gross winners of each qualifying leg will represent their own club to compete in the National Finals where two champions from the finale will receive an exclusive invite to play in the ProAm of the Maybank Malaysian Open 2012. Carlsberg Golf Classic’s reputation and success has led to its extension to Vietnam by Carlsberg IndoChina. Adding excitement to the Classic this year, winners from various categories at the Finals will stand a chance to compete with winners of the Classic Finals and golf club managers in Vietnam.

The stronger sponsors’ line-up this year are Citibank PremierMiles Card, Hap Seng Land, Hap Seng Star, Panasonic, Callaway, Liberty Travels, Footjoy, Cozzia, Gatorade, Sunplay and Pargolf. The tournament is open to members of each of the participating golf clubs. The tournament entry fee varies depending on the golf club, and RM30 from each participant will go towards deserving charitable organizations across the nation.

For schedule of the 40 qualifying legs, please visit to [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) or [www.carlsberg.com.my](http://www.carlsberg.com.my)

### **About Carlsberg Golf Classic**

Carlsberg’s first foray into golf in Malaysia was in 1986 with the inception of the Carlsberg Trophy. This sponsorship of a circuit of low-key inter-club golf games among the armed forces golf clubs in the country were considered a groundbreaker in terms of corporate support for golf.

Seven years later, in 1993, with the Carlsberg Trophy now entrenched in success and in response to growing demand, the brewery delivered what the local golfing community had been yearning for – the Carlsberg Golf Classic, making it the first brewery to own and run a golf circuit for amateur golfers in the country.

This year, the circuit enters its 18<sup>th</sup> year, and the interest has not waned. The Carlsberg Golf Classic remains a much-anticipated event for club golfers, with an average of 5,000 participants at over 40 golf clubs nationwide annually.

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