

**PRESS
RELEASE**



ARE YOU FAN ENOUGH? 100 REAL FANS TO SCORE DREAM TRIP TO UEFA EURO 2012™

KUALA LUMPUR, May 2, 2012 – With just weeks left in the countdown to UEFA EURO 2012™, football fans in Malaysia are taking their passion for the game and the country's leading beer brand to new heights to show how fanatical a fan they are by participating in Carlsberg's recently launched 'Are You Fan Enough?' consumer promotion.

Carlsberg's latest addition to its 'Are You Fan Enough?' promotion involves fans submitting short videos online that creatively demonstrate how much of a die-hard football fan they are. Winners will join a 100-strong Carlsberg entourage on an all-expense paid trip to watch the semi finals live in Donetsk, Ukraine, making this the single largest group in Asia to set off for the tournament.

To inspire local fans to create their own videos, Carlsberg has kicked off the contest with a series of quirky videos currently posted on its 'Are You Fan Enough?' website that include one depicting a Malaysian fan of Wayne Rooney who ends up with a tattoo gone wrong and another on a fan who tries to outdo himself by juggling a durian as a football.

Carlsberg fans interested in participating in the online video contest need to submit a short video from April 23 to May 27, 2012. Videos must be tagged and shared with friends to secure votes. The top ten videos with the highest number of votes will each get one trip to Ukraine. In addition, the top five videos submitted each week will win a Carlsberg UEFA EURO 2012™ fan pack worth RM500 containing two Carlsberg jerseys, limited edition coasters and a crate of Carlsberg among other items. For more information on the 'Are You Fan Enough' consumer promotion and other activities, one can visit areyoufanenough.com.my, [facebook/Carlsberg.MY](https://www.facebook.com/Carlsberg.MY) or www.carlsberg.com.my.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, "We are pulling out all the stops to make the UEFA EURO 2012™ tournament unforgettable for Carlsberg fans and football fanatics in Malaysia. With football as part of Carlsberg's heritage for close to four decades, we truly understand what drives the passion of fans for both the game and our brew. Taking 100 real fans to the centre of the excitement of the semi finals is our way of rewarding our consumers with a uniquely Carlsberg experience like none other. Now that calls for a Carlsberg!"

Besides the online video contest, there are more ways for consumers to win trips worth RM30,000 each to the semi finals in Ukraine via the 'Are You Fan Enough' promotion.

At entertainment and leisure outlets, consumers can participate by purchasing two jugs or two buckets of Carlsberg that will entitle them to an instant win card for a chance to win a trip among other giveaways. Consumers can also buy limited edition quarts of Carlsberg at restaurants, coffee shops and food courts to participate. If a 'crown' bottle cap liner is found, this too entitles the bearer to a trip, while at hypermarkets and convenience stores, consumers can purchase a six, 12 or 24 can carton to find a 'singing' can and be the 30th caller to win. There are plenty of other great prizes to be won besides the trip, such as Carlsberg limited edition football jerseys and football figurines.

David Sua Shang Toh, the first person to win a trip from the 'Are You Fan Enough?' promotion, says that this is a dream come true. "I am thrilled to be the first to win! Ever since I was young it has been my dream to experience a big international football match live and it does not get any bigger than UEFA EURO 2012™. This is going to be an unbelievable experience for me and I cannot thank Carlsberg enough for this opportunity."

Ravn added, "The excitement leading to UEFA EURO 2012 is definitely building and this promotion is our way of connecting with our consumers' passion for Carlsberg and the beautiful game. The world over, Carlsberg is the game's beer of choice and it is undeniable that our brand and football make a winning team."

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