

FOR IMMEDIATE RELEASE

Catch World-class golf with Premium Carlsberg beer at the Maybank Malaysian Open

KUALA LUMPUR, 18 April 2014 – As the Maybank Malaysian Open 2014 kicks off, Carlsberg returns once again as one of the tournament’s longest-standing main partners as it continues its reign as Official Beer.

With championship fever burning high this year given the “big boys” are back in town to battle it out with former champions and other well-known pros, Carlsberg raised the bar by offering various opportunities for consumers to watch the game and participate in the numerous activities lined up as they keep cool with an icy Carlsberg beer in hand.

Henrik Juel Andersen, Managing Director of Carlsberg Malaysia, said, “The Maybank Malaysian Open, a world-class golf tournament and Carlsberg, an international premium beer, are a perfect match, sharing qualities such as passion and integrity, while the tournament celebrates champions. It’s great to be back on the green at the Maybank Malaysian Open to catch the action and witness Malaysia’s love for golf while offering the Carlsberg experience to our consumers on this award-winning course.”

Carlsberg consumers can win season tickets to watch the Maybank Malaysian Open by taking part in the consumer promotion at selected golf clubs in Klang Valley and Negeri Sembilan. Throughout the 4-day tournament Carlsberg is offering spectators a beer buffet promotion at a flat price of RM80, from 11am to 3pm. In addition, complimentary samplings of the country’s fastest growing cider, Somersby Apple Cider, will held at the Somersby chill-out area located at the exit of public catering from 12pm to 2pm and from 4pm to 6pm daily.

“The international scale of the Maybank Malaysian Open puts Malaysia firmly on the map as one of the top destinations for golfers around the world. Carlsberg’s partnership with the Maybank Malaysian Open and dedication to the development of amateur golf through the Carlsberg Golf Classic has rightly earned us the reputation of being golfers’ beer of choice. Now that calls for a Carlsberg!” Andersen added.

Leveraging on Carlsberg’s sponsorship of the Maybank Malaysian Open, National Champions of the Carlsberg Golf Classic 2013, Roszali Baharudin and Low Suck Sun, were invited to play with and alongside the international pros at the tournament’s ProAm.

At the Carlsberg Hospitality Marquee invited guests and customers of Carlsberg will have the best view of the 18th hole, access to a live feed of the action as well as sample a range of premium beer, stout, and cider by the brewer as they meet some of the international golfing greats who are expected to drop by.

Co-sanctioned by the Asian Tour and the European Tour, the Maybank Malaysian Open’s stellar line-up of international pro golfers is expected to bring participants and fans another world-class golfing experience at the KLGCC.

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