

**PRESS
RELEASE**



HOEGAARDEN MOBILE APP OFFERS UNIQUE, FUN & RESPONSIBLE DRINKING EXPERIENCE

Petaling Jaya, 16th February 2012 – Malaysia’s best selling imported beer, Hoegaarden launched its first interactive Apple application named “Hoegaarden Beer” at one of its flagship outlet – Brussels Beer Café, Sunway Pyramid. This Hoegaarden mobile app primarily serves as a Hoegaarden outlet locator complemented by six other features that offers unique, fun and responsible drinking experience for its consumers.

The Hoegaarden Beer App was made available and known to fans of Hoegaarden facebook on 30th January 2012. The app has since recorded a relatively high download of more than 500 users. It has seven 7 features comprising, ‘Location base directory’, ‘Tasting Notes’, ‘Mini spin the bottle game’, ‘Navigation route to Hoegaarden outlet from user current location’, ‘Twitter and Facebook connectivity’ for user to share Hoegaarden moments and not forgetting the importance of responsible drinking by listing the contact details of the taxi services. The app runs is free-of-charge and works on all Apple products i.e. iPad, iPhone and iPod.

“This application allows the consumer to locate the nearest outlets serving Hoegaarden on tap from their vicinity. And they are able to find the best route to these outlets through the navigation feature. In line with the Carlsberg Malaysia Group’s stand on responsible drinking campaign, it also provide users with a directory of taxi services that encourage consumers to be sensible in drinking and call a cab home if one reaches the limit,” said Mr. Kenneth Soh, General Manager, Luen Heng F&B Sdn Bhd, a subsidiary of Carlsberg Malaysia.

Hoegaarden wheat beer is very well received by beer lovers who prefer wheat beer. Since its introduction in Malaysia, it has captured the taste bud of many discerning beer lovers. The signature Hoegaarden pint glassware was the talk of the town and a ‘must-have’ experience when it was first introduced in Malaysia. For the last two years, Hoegaarden beer has commanded a strong growth and increased its distribution throughout every big and small city of Peninsular Malaysia.

“The launch of this application is our initiative to further engage and interact with our consumers on the digital media front. Through this simple yet interactive social media



platform, we aim to boost the existing strong consumer base of Hoegaarden and further strengthen the brand equity of the brand amongst the core consumer group,” Kenneth added.

Also present to join the launch party was Soren Ravn, Managing Director of Carlsberg Malaysia. Members of the media were then treated with an appreciation dinner where 2 units of iPod Touch were given out as prizes.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

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