



PREPARE FOR THE RETURN OF CLUB ASAHI

JAPAN'S NO. 1 BEER BRAND AROUND THE WORLD IS BRINGING ONE OF THE HOTTEST PARTY CENTRALS TO MALAYSIA

KUALA LUMPUR, 22 MAY 2013 – One of the hottest party zones in the world will be transported to Penang this coming 21 June, 2013 as Asahi Super Dry, Japan's No.1 beer gears up for the next instalment of Club Asahi. Bringing the best of electronic dance music, vibe, energy and the infamous Miami heat, Club Asahi is ready to sizzle the grounds of Soju Room. With a superb run since its launch, Asahi Super Dry pole vaults even higher by introducing the second instalment of Club Asahi – Club Asahi Miami.

Miami's hip, hot and happening social scene is known to offer unending revelry 24/7. Ticking off the best of ultra-glam, celebrity, music-infused outings; fans of Asahi Super Dry can look forward to having a firsthand experience of what it is like to get down and dirty Miami style. The transformation of Soju Room guarantees a transcendent experience that can only be reinvented by Asahi Super Dry.

Calvin Khoo, Brand Manager of Asahi Super Dry mentioned, "This indeed will be an amazing concept and enigmatic experience to be brought to Penang. Not only can clubbing fans enjoy pumping beats from Miami's world renowned DJs, a whole new world is created from inside a club, offering them an opportunity to enjoy the diverse impressions from different parts of the world. It is also a good platform for us to get to know our fans on a more intimate level. We are looking forward to Club Asahi Miami and Asahi fans should be too."

Headlining the second instalment of Club Asahi is Miami's top DJs, Kryoman and DJ Hendrix. The lush melodies, pumping beats and funky tunes will be mind-blowing and promises decadent realities that induces endless possibilities.

Kryoman the half man half machine as many know him to be has been blowing minds inside the electronic music underground since nearly its inception. As 'rave' began to rise like a phoenix from the underground, so too did Kryoman. Year after year, the man and the



machine continued to evolve in a nearly streamlined path with dance music. The robot, as he has come to be known, takes revelers to a whole new realm of reality. He is the energy and the link that ties the artist with the audience, because, when the robot engages, he is channeling both.

Joining Kryonman on stage DJ Henrix himself is a successful upcoming DJ with outrageous over the top talent, and this is what will make this second installment not one to be missed. Miami based DJ, Henrix has been on a roll lately with his single "Let's Rave" on Mixmash, getting support from DJs far and wide including by Laidback Luke during his appearance on Pioneer DJ Sounds as well as his upcoming single with GTA & Digital lab getting preliminary support from Kaskade, Laidback Luke, Steve Angello & Tiesto. Furthermore, Henrix was featured 5 out of 6 weeks in a row on Tiesto's Club Life Podcast (277-283)! Henrix is establishing himself as a name to be reckoned with and will most definitely be the name to watch for 2013.

The notorious Mr Nasty and Guru Guru on the other hand will represent Malaysia. Part of the Asahi Super Dry All Stars collective, this dynamic duo is amazing as entertainers, with an impeccable taste for music. Mr Nasty & GuruGuru: The infamous household names from Zouk Club KL, anchors the much hipper side of the club called Barsonic with their bi-monthly residency coined OMFG & CTRL. They are known for their precise ability to execute 5-hour sets starting from 126bpm to 150bpm with electro to dubstep and not afraid to experiment; they always land with a dash of hardstyle to finish. They will soon be touring the whole of Malaysia under the Asahi Super Dry All Stars movement where DJ acts take over the clubs every fortnight throughout the nation.

Leading the clubbing scene into the next dimension, Club Asahi is pulling out all the stops and offering clubbers a new, unique platform to be entertained, be inspired and be in the forefront in igniting endless possibilities. Having already fronted various music festivals in the country such as Swedish House Mafia and Future Music Festival Asia, Asahi Super Dry will be continuing its involvement in more projects throughout the year as it elevates the music scene in Malaysia.

Club Asahi is scheduled to take over Soju Room, on June 21, 2013 from 9.00pm onwards. Passes to the event is by-invitation only. To obtain your passport to Miami, log on to [facebook.com/AsahiMalaysia](https://www.facebook.com/AsahiMalaysia).

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About Asahi

Asahi means Rising Sun. Karakuchi means Dry. And the added adjective 'Super' is to reinforce the beer's crispness. Asahi Super Dry is Japan's first Karakuchi (dry) beer – the No. 1 in Japan, the No. 1 Japanese beer in the world, and one of the world's fastest growing premium Asian beers. Introduced in 1987, Asahi Super Dry, packaged with a metallic exterior/casing, boasts a unique Karakuchi style that is clean, crisp, refreshing with no bitterness.

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

Carlsberg Malaysia

Pearl Lai

Head

Group Communications & Marketing Activation

D/L: 03 – 5522 6408;

pearllai@carlsberg.com.my

Calvin Khoo

Brand Manager

D/L: 03 – 5522 6316;

calvinkhoo@carlsberg.com.my

Milk PR Sdn Bhd

Michelle Bridget

H/P: 012 – 697 735

michelle.bridget@milkipr.com.my

Kim Yeow

H/P: 012 – 218 8058

kim.yeow@milkipr.com.my