

**PRESS
RELEASE**

Consumers to Win Gold & Other Gifts Worth RM4,888,888 from Carlsberg Malaysia

Shah Alam, 21 December 2011 – The country’s most preferred beer, Carlsberg, is inviting Malaysian consumers to ignite the vitality of the Year of the Dragon by taking part in the brand’s Chinese New Year redemption promotion which is set to give away ever-auspicious gold and other gifts worth more than RM4,888,888.

Inspired by the legendary creature revered by many for its strength and power, the promotional gifts from Carlsberg include eight pieces of pure gold 999 Dragon Sculptures worth RM9,999 each. Each Dragon Sculpture carries a ball symbolising the ‘pearl of power’ most often associated with wealth, good luck, and prosperity in Chinese mythology.

Among the other promotional gifts are 888 pieces of pure gold 999 pendants worth RM999 each as well as 688,888 bottles of limited edition Carlsberg Gold Pints that come in a special packaging in celebration of the festivities.

Consumers can participate when they purchase Carlsberg beer in big bottles from food courts, coffee shops, hawker centres across Peninsular Malaysia. To determine what type of gift they have won and can redeem, all they need to do is check the design printed inside the bottle cap. This Carlsberg promotion is available from now until 6 February 2012 or while stocks last.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, “The Lunar New Year celebrations give Carlsberg a wonderful opportunity to spread positivity among our consumers, as they gather with friends and family in the spirit of togetherness. This time around, with the dragon being such a magnificent figure, we are ushering in the year with an abundance of gold giveaways for our loyal consumers with the hope that it will lead to greater prosperity for them in the months ahead.”

“What’s more, our tagline “That calls for a Carlsberg” truly befits an auspicious celebration like Chinese New Year, and what better way to give back to our loyal consumers than by sharing good fortune with the traditional gift of gold.”



According to Ravn, not only is it easy to participate in the promotional activity, but consumers of Carlsberg's iconic brand will also have better chances of winning and redeeming more rewarding gifts this Chinese New Year.

The promotion is just one of the many that are in store for loyal consumers from Carlsberg Malaysia. Other promotions include a free deck of playing cards when purchasing two big bottles of Danish Royal Stout; a delicious Yee Sang Food Pairing at select participating restaurants; special Chinese New Year packaging for Carlsberg Green Label pack of 16 or 18 cans and Carlsberg Gold pack of 8 cans which are available at hypermarkets and supermarkets.

In addition, consumers can anticipate more exciting Chinese New Year activities and promotions from Carlsberg starting from the 1st week of January 2012. To welcome the Year of the Dragon, Carlsberg is holding first-of-its-kind dragon performances and other related activities to spread positivity and happiness in various locations in the peninsular. Carlsberg plans to make its Lunar New Year celebration with the Malaysian public the most auspicious, rewarding and unique one to-date.

For more info, please visit www.carlsberg.com.my or facebook/CarlsbergMY

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