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**PRESS
RELEASE**



BUDWEISER SPONSOR NATION'S TOP BASKETBALL CLUB
**World's Iconic Lager Ties a 3 Year Sponsorship Deal with Westports
Malaysia Dragons**

Kuala Lumpur, 10 December 2012 – The world's iconic lager beer, Budweiser, is forming a sponsorship partnership with Malaysia's first and only professional basketball club, the Westports Malaysia Dragons (KL Dragons).

The 3-year-partnership with KL Dragons will begin in 2013 leveraging innovative approach across both match-viewing activities and social media spectrum to promote the KL Dragons and the ASEAN Basketball League (ABL) matches.

"Budweiser has been actively involved in sports sponsorship and world leaders in sports marketing. The brand has been a long-standing supporter of sports around the world including football, baseball, volleyball, basketball and the Olympics. For the past 25 years, Budweiser is the Official Beer of the FIFA World Cup™," said Kenneth Soh, General Manager of Luen Heng F&B (LHFB), a subsidiary of Carlsberg Malaysia in his opening remarks.

"We are looking forward to share our passion for the beautiful game and to focus on providing fans with unique opportunities during the ABL season. And this includes flying our consumers to Vietnam to watch the KL Dragons match with Vietnam Saigon team."

Also present at the sponsorship presentation ceremony were special guest of honour Mr. Lee McClenny, Deputy Chief of Mission, American Embassy, Mr. Soren Ravn, Managing Director, Carlsberg Malaysia and Mr. Ruben Emir Gnanalingam, Deputy President and Co-Owner of Westports Malaysia Dragons.

To commemorate this significant partnership, a Budweiser Dragons Challenge friendly match was organized between Budweiser All Star, Media All Star and Westports Malaysia Dragons team.



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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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