

**PRESS
RELEASE**



FOOTBALL STARS AND TOURIST SIGHTS AWAIT 100 CARLSBERG FANS IN DONETSK

KUALA LUMPUR, May 24, 2012 – If one needs more than the anticipation of seeing football all-stars in action at the semi final of UEFA EURO 2012™, then the 100 Carlsberg fans heading for Donetsk at end June will be thrilled to discover that the exotic city’s tourist attractions and other Carlsberg hospitalities planned will make this a money-can’t-buy football experience.

Tapping on the global sponsorship of Carlsberg and its strong network in Ukraine, Carlsberg fans from Malaysia, which make up Asia’s largest entourage, will have the once in a lifetime experience during the 4D/3N trip from June 26 to 29 to watch the semi final at the Donbas Arena in Donetsk, Ukraine.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, “Carlsberg consumers who won trips to Donetsk through the ‘Are You Fan Enough’ consumer promotion have demonstrated their passion for both the Carlsberg brand and football. Now that calls for a Carlsberg!” and we will have a Carlsberg with them in Ukraine.”

“Donetsk is not just an exotic modern city but it has also gained a solid reputation as Ukraine’s sports capital having hosted a variety of international competitions over the years including the Davis Cup, the UEFA Champions League, the Major Hockey League and now the UEFA EURO 2012™.”

The stadium that will host the tournament’s semi final in Donetsk, Donbas Arena, is the first in Eastern Europe to be built according to elite UEFA standards. Often said to resemble a flying saucer, the magnificent structure is oval in shape with a glazed façade and soaring roof. It also houses the largest football fan shop in Ukraine.

Donbas Arena was designed by Arup Sport, also the designer behind Britain’s Manchester City Stadium, Allianz Arena in Munich and the Beijing National Stadium. Located in the Donetsk city centre, Donbas Arena opened in August 2009 and has a capacity of about 52,000 spectators. Five UEFA EURO 2012™ games will be hosted at Donbas Arena, featuring co-host Ukraine, England and France. A quarterfinal match will also be played at the venue.

Known as a green industrial city with friendly locals, Donetsk's other highlights include the largest football museum in Ukraine, the Ball Fountain, a unique sculpture park and several other parks.

Ravn shared, "The excitement and fervour leading to UEFA EURO 2012™ are steadily building to a climax. Bringing 100 fans to the semi final and engaging with our consumers through exciting activation and promotions is our way of connecting with our consumers' passion for Carlsberg and football."

"The Carlsberg UEFA EURO 2012™ campaign not only rewards consumers with a unique football experience in Donetsk, but also offers great football moments for Carlsberg fans in the country. Malaysian consumer response to the UEFA EURO 2012™ exclusive premiums and merchandise has been overwhelming. The limited edition jerseys of team Germany, England, Spain and Netherlands are running out fast. The miniature football star figurines and limited edition UEFA EURO 2012™ glasses are also very well sought after. We are also glad that Carlsberg kick started the celebration of the UEFA EURO 2012™ Championship in Malaysia and fans can expect more great football experiences at the upcoming Carlsberg viewing parties," Ravn added.

It is less than two weeks to the opening and qualifying matches of the UEFA EURO 2012™. As EURO fever heightens across the world, there will be great Carlsberg moments as the official beer for the tournament at all stadiums and fan parks in Poland and Ukraine. It is after all the game's beer of choice whether in Malaysia or worldwide as Carlsberg and football make a winning team.

Where to Go In Donetsk once the Whistle Blows

For those who want to make the most of their Ukrainian experience, Carlsberg beer is available at a selection of bars and clubs in each city for fans after the game, no matter the result. One of the most popular is the Virus Bar in Donetsk



Donetsk – Virus Bar

Address: 230 Strelkovaya diviziya str. 1

Virus is the ideal place to dance the night away enjoying drinks, premium beer and good company during your visit to Donetsk. One of the biggest and most well-known clubs in the city, Virus attracts the top artists and performers – do not miss it.

About Carlsberg's long-standing involvement with football

Carlsberg is one the longest standing sponsors of the European Football Championships having first started in 1988, and is Official Partner to UEFA EURO 2012™.

The brand has a long heritage of supporting football through major international sponsorships of national teams and international tournaments. Starting in the 1970's, Carlsberg was the first commercial sponsor of the Danish national team and national league. The Denmark sponsorship continues today along with partnerships with the national teams of England, Ireland and Serbia.

In club football Carlsberg has wide ranging partnerships throughout Europe and beyond including a long running association with Liverpool FC, a recently announced deal with Arsenal plus Tottenham Hotspur (England), FC Copenhagen, OB-Odense (Denmark), Hamburger SV, Hertha Berlin, FC St. Pauli (Germany), FC Porto (Portugal) and many more.

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