

**PRESS
RELEASE**



THE SEARCH IS ON AS CARLSBERG DIAMOND IDOL 2014 RETURNS FOR THE 4TH YEAR

Kota Kinabalu, 23 July 2014 – Carlsberg Diamond Idol 2014 (CDI), the popular talent search competition in East Malaysia proudly presented by Carlsberg - the most preferred beer brand in Malaysia, returns for its fourth installment and will be looking to unearth more talented singers from the two Borneo states.

“Since its inception in 2011, CDI has generated lots of buzz. The singing competition is aimed at discovering new talents and providing these budding young singers a platform to be heard and perform before a panel of internationally renowned professional judges. Our 2012 CDI Champion, Esther Thian, for example, had a good headstart, as she won the Astro Star Quest Singing Competition in 2013 and went on to compete in Million Star singing competition in Taiwan. We are once again proud to be presenting this and to use this as a platform to be closer to our consumers,” said Gary Tan, Sales Director of Carlsberg Malaysia during the launch of CDI at Kick Bistro & Fun Pub, Kota Kinabalu.

This year the cash prizes for the competition are valued at more than RM30,000, including a cash prize of RM12,000 for the Grand Finale champion. There will be four auditions, to be held in Kota Kinabalu, Sandakan, Miri and Kuching. Participants are to perform two songs, either in English, Bahasa Melayu or any Chinese dialect. Only 12 participants from each audition will advance to compete at the respective Area Final.



The top 3 of each Area will advance to the Grand Finale, which will be held on 2 November 2014. To prepare for the Grand Finale, they will attend the Diamond Idol Camp at Kota Kinabalu for three days, where they will be involved in team building activities, dance lessons, practice sessions for theme songs as well as video shooting. Professor Dr. Fred Chin will be leading the camp as motivational trainer, whilst Skyler Liew will be their dance instructor. The camp was first introduced in CDI 2012 with the aim of grooming and boosting confidence of the grand finalists through a series of workshops, and had received very good feedback.

This year's CDI is proud to have a prominent panel of judges comprising of singer/song writer, Zhen, a local artiste who has gained fame in Taiwan and Hong Kong; Marsha Milan Londoh, the third runner-up of Akademi Fantasia Season 3; as well as singer/songwriter and music producer, Jonathan Tse.

Also present at the launch event were last year's CDI Champion, Slyvester Lee and second runner-up, Jacqueline Lau who entertained the guests for the rest of the evening with two songs each.

For more information on Carlsberg Diamond Idol 2014, visit www.carlsbergdiamondidol.com.my or Facebook page at <https://www.facebook.com/CarlsbergDiamondIdol>.

About Carlsberg

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. Today, it manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider, wines, spirits and other beverages are done via subsidiaries Carlsberg Marketing Sdn Bhd, Luen Heng F&B Sdn Bhd in Malaysia, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base.

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第四季 CARLSBERG DIAMOND IDOL 2014 公开招募好声音！

亚庇，23日讯～马来西亚最受青睐的啤酒品牌Carlsberg为您带来的第四季Carlsberg Diamond Idol 2014歌唱比赛（CDI）正式在东马展开好声音招募活动。并希望能从东马两个州属内发掘更多有才华的歌手。

“自2011年以来，CDI 已为本地乐坛制造了许多回响。该歌唱比赛的宗旨是发掘新的优秀人才，并为有才华的歌唱选手提供一个平台让他们有机会在国际知名评审小组前表现自我。最好的例子就是我们2012年CDI冠军田育慈，她率先在CDI 比赛中脱颖而出，接着参与2013 年ASTRO新秀大赛并胜出及代表马来西亚前往台湾参与華人星光大道的歌唱赛事。我们感到非常自豪除了能够提供这一个完美的歌唱平台外也借此贴近我们的消费者群众。”马来西亚Carlsberg集团销售总监陈森宦在於亚庇 Kick Bistro & Fun Pub举行的CDI推介礼上指出。

今年的现金奖总值超过马币3万令吉，其中包括了终极冠军的马币1万2千令吉现金奖。甄选试音活动将在4个区域进行,分别于亚庇、山打根、美里和古晋。参赛者必须呈现2



首不限于英语、国语或任何方言的歌曲。每个甄选试音活动中将选出12位参赛者参与各区域的决赛环节。

每个区域的冠、亚、季军将直接进入于2014年11月2日所举办的终极赛。为了能在终极赛中有充分的准备，所有的参赛者将入住在亚庇举行为期三天的Diamond Idol 集训营；他们将在这里参与团队建设活动、舞蹈课程、赛事主题曲的排练和录影活动。陈育芳博士将成为集训营的激励培训讲师，而刘伟兴则是舞蹈导师。于2012年开始进行的集训营获得了良好成果和反应，该集训营最终目的是为通过系列的课程来提升终极赛歌手的仪表和增强他们的信心。

今年让CDI引以为傲的评审团包括了有享誉台湾和香港的本地歌手张智成、Akademi Fantasia 第三季殿军得主Marsha Milan Londoh、和词曲创作兼制作人的 Jonathan Tse。

而去年的CDI冠军李子君和季军刘杰宁在当晚也为所有来宾带来精彩的现场表演，各自演唱2首动听的歌曲。

欲知更多有关Carlsberg Diamond Idol 2014的详情，请游览 www.carlsbergdiamondidol.com.my 或面子书 <https://www.facebook.com/CarlsbergDiamondIdol>。

Carlsberg 简介

马来西亚Carlsberg 集团于1969年12月正式营业。今天，它出产了啤酒、烈性黑啤和其他麦芽饮料。啤酒、烈性黑啤、苹果酒、葡萄酒、提神饮品和其他饮料，都是通过马来西亚子公司Carlsberg Marketing Sdn Bhd, Luen Heng F&B Sdn Bhd, Carlsberg Singapore Pte Ltd 和在斯里兰卡相联公司Lion Brewery (Ceylon) PLC分销与发售。

Carlsberg仍然是啤酒旗舰品牌，以符合消费者需求为主而致力开拓其在马来西亚啤酒饮用者心中的地位。

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