

## **HAVE A CARLSBERG, WIN A ROLEX**

### **Total prizes worth RM7mil**

**SHAH ALAM, 16 May 2013** – With a rich heritage dating back to 1847 and the taste of perfection in a bottle, Carlsberg has been perfected over time by passionate master brewers. Loyal consumers in Malaysia today love the brand for its superior quality and uncompromising ingredients and as a result, it has become the most preferred beer brand in the country.

To reward loyal consumers for choosing Carlsberg, the brand is now giving them an opportunity to keep time in great style with ever classic Rolex watches.

The Carlsberg Great Rewards campaign is giving away 30 Rolex watches worth RM20,000 each in the coming weeks and consumers now stand a chance to win these and other great prizes while enjoying their favourite Carlsberg brew.

Whether one enjoys the crisp, freshness of Carlsberg Green Label, the smooth richness of Carlsberg Gold or the stronger Carlsberg Special Brew, with 8.8% alcohol content, they can be in the running to win the watches. Besides Rolex watches, there are 1,250 Samsung Galaxy S3 Mini mobile phones worth RM999 each and quality Carlsberg electronic lighters also up for grabs, totalling close to RM7mil in giveaways for the campaign.

Rolex winner Pua Kok Ann, 32, was on holiday in Penang when he discovered he had won the watch. A long time Carlsberg fan, he said, “I really didn’t expect to win, especially so far from my usual hangouts in Kuala Lumpur. Given this is such a special reward, I will definitely only be wearing this Rolex on special occasions. Everyone should participate in the Carlsberg Great Rewards Campaign, wherever you happen to be, for a chance to win great prizes.”

Another lucky winner was Parathithsan A/L Supramaniam, 39, who was lucky enough to be the first winner of a Rolex. He was out with a group of friends in Taman Sungai Besi when he found out. The Puchongite said, “I was surrounded by a bunch of people and suddenly, everyone started cheering and jumping up and down. Even people I didn’t know were happy for me. This was the first time I’ve ever won anything like this. I must express my heartfelt gratitude to Carlsberg for this extravagant gift which I will wear everyday from now on.”

Johor native Lim Ser Sen, 55, has been a long time fan of Carlsberg brews and has tried his luck in a few Carlsberg consumer promotions over the years. He said “This is the first time I’ve won a grand prize in one of Carlsberg’s promotions and I’m very glad that it’s this one. It’s also my first Rolex and I’m definitely going to be wearing it with pride.”



Chow Kah Heng, 30, was at a food court in Perak when he scratched the Carlsberg Great Rewards card that won him the grand prize. He said, "I drink Carlsberg several times a week but have never taken part in the promotions. Imagine how excited I was when I found out that I won a Rolex. Everyone should have the chance to experience this."

Taking part in the campaign is simple. Consumers can choose to purchase any combination of Carlsberg Green Label, Gold or Special Brew at participating outlets nationwide until May 31. With the purchase, consumers will receive reward cards to discover what they've won.

Ordering two buckets or jugs at bars and bistros will earn consumers one reward card, while a Carlsberg beer tower earns two reward cards. At food courts, hawker stores and coffee shops, consumers get one reward card for any combination of three large bottles (640ml) from the Carlsberg range.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, "Each label from the Carlsberg range of brews has its own distinct character, but they all uphold the Carlsberg promise to our consumers – to deliver the taste of perfection in a brew and to embody Carlsberg's rich heritage. As the pioneers of lager, we know what it takes to create perfectly balanced brews that meet the discerning taste of those who love a cold Carlsberg."

"These rewards give our loyal consumers one more great reason to enjoy our brew. Now that calls for a Carlsberg!"

Details on how to redeem the watches and mobile phones from the Carlsberg Great Rewards campaign are available at participating outlets while consolation prizes can be redeemed on the spot.

More information on the Carlsberg Great Rewards campaign can be found at [facebook.com/Carlsberg](https://facebook.com/Carlsberg) or [www.carlsberg.com.my](http://www.carlsberg.com.my).

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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:

**Carlsberg Malaysia**  
Pearl Lai  
Head  
Group Communications & Marketing Activation  
D/L: 03 – 5522 6408  
[pearllai@carlsberg.com.my](mailto:pearllai@carlsberg.com.my)

Eric Teng  
Brand Manager, Carlsberg Brand  
D/L: 03-55226327  
[ericteng@carlsberg.com.my](mailto:ericteng@carlsberg.com.my)

**acorn communications sdn bhd**  
Goh I Ching  
H/P: 014 – 218 1906  
Tam Mun Ee  
Tel: 03 – 7958 8348  
[acorncommunications@acornco.com.my](mailto:acorncommunications@acornco.com.my)