

**PRESS
RELEASE**

FIRST CARLSBERG MILLIONAIRE SAILS SMOOTHLY INTO YEAR OF THE SHEEP

SHAH ALAM, March 17, 2015 – One lucky Malaysian turned millionaire today when he emerged the winner of Carlsberg Malaysia’s 2015 Chinese New Year Millionaire contest, going home RM1,000,000 richer. The windfall is Carlsberg Malaysia’s single largest cash sum to be awarded to a sole individual, who had also earlier won a RM13,888 cash prize along with 13 other finalists.

Hailing from various parts of the country, all 14 contenders went through a nail biting experience as they vied for the coveted Carlsberg Millionaire title. Each of the contestants had to draw three numbers from an enclosed box, and Lim Chong Boon, who had the highest total sum of numbers and correctly answered a final question to walk away with the million Ringgit!

“I’ve been a loyal supporter of Carlsberg and have been drinking the beer for the past 40 years already. In fact, one of my favourite past times is to have a drink or two with my friends at coffee shops, and it has definitely paid off!” said Chong Boon, 60.

H’ng Chee Ching, 29, from Kedah who was also one of the contestants in the running to be crowned the Carlsberg Millionaire, said, “I have been drinking Carlsberg for about 10 years now but this is my first time winning a prize. Although I did not win the one million Ringgit, I am sure it will still be a smooth year ahead for me with the RM13,888 I just received!”

In addition, also at the Carlsberg Malaysia’s 2015 Chinese New Year Millionaire contest was Lee Kim Huey, 22, who hails from Kuala Lumpur. “I was out doing my Chinese New Year shopping with my family, when we later discovered the congratulatory message on the tray of our



Carlsberg festive pack! While we didn't win a million Ringgit today, we are very happy with the RM13,888 we won. We are planning to go on a trip at the end of the year," she said.

Managing Director of Carlsberg Malaysia, Henrik Juel Andersen, said, "This was a thrilling event as it was anyone's guess who would be the lucky winner. We're happy to congratulate all our CNY promotion winners, and especially the first Carlsberg Millionaire on having this life-changing double windfall! From all of us at Carlsberg Malaysia, we wish the winners an abundance of good fortune and prosperity, and hope they all enjoy a 'smooth sailing' Year of the Sheep, with such an auspicious start."

Carlsberg's 2015 Chinese New Year consumer promotion, which ran for eight weeks, ended at the end of February 2015. During the promotion period, consumers merely had to discover the Chinese character for 'smooth' (順) on the underside of bottle caps of any large bottle of Carlsberg, Asahi Super Dry and Royal Stout purchased at participating restaurants, food courts, hawker centres and coffee shops, or purchase a 24-can Carlsberg Festive Pack from participating supermarkets and hypermarkets and check for the congratulatory message printed at the base of the tray, to win the RM13,888 cash prize. Other prizes were also awarded during the campaign.

He added, "With Carlsberg being born in the Year of the Sheep in 1847, it was important for us to make this Lunar New Year extra special, and we're very pleased that every consumer here today goes home a winner. We hope this campaign has served to inspire our consumers to remain positive and optimistic."

For more information on the Carlsberg Millionaire, visit www.carlsberg-cny.com.my or www.facebook.com/CarlsbergMY.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and acorn communications for immediate release. For further enquiries, please contact:

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首位“Carlsberg 百万富翁”顺利航进羊年

莎亚南17日讯 - 天降横财，好运连连到！一名幸运的Carlsberg忠实饮家于今日卫冕，成为空前首位“Carlsberg百万富翁”，成功地把100万令吉带回家。这笔巨奖是大马Carlsberg集团首次送给一路支持Carlsberg饮家们的现金奖，更值得一提的是得奖者之前也连同其他13位幸运儿成功赢取13,888令吉现金奖！

来自全国各地的14名竞争者相聚参与一场刺激的较量，争夺梦寐以求的“Carlsberg百万富翁”头衔。每位竞选人必须从一个密封的盒子抽出三个号码，而拥有最高总额并且正确回答一道问题的林忠文赢走了100万令吉巨奖！

“我向来是Carlsberg的忠实支持者，饮用Carlsberg已有40年了。我最爱就是和三五好友在茶餐室畅饮Carlsberg。这次喝啤酒喝出巨奖绝对是莫大的惊喜！”林忠文(60岁)表示。

来自吉打的方志庆（29岁）也是Carlsberg百万富翁的竞争者之一。他说：“我喝Carlsberg已有10年左右了，不过这还是我第一次赢到奖品。虽然我没赢得1百万令吉的奖金，不过我相信今年还是会一帆风顺，因为我还有Carlsberg送出的1万3888令吉奖金！”

另外，同样也参与了“Carlsberg百万富翁”有奖竞赛，来自吉隆坡的李惠琴（22岁）表示：“我是和家人办年货的时候偶然购得包装底部印有贺词的24罐佳节包装Carlsberg啤酒！虽然我们今天没能赢得1百万令吉，我们依然对于赢得了1万3888令吉的现金奖感到非常高兴。我和家人已计划年尾时到国外旅行。”

大马Carlsberg集团董事经理皇德生说：“这场活动可说是让人欣喜若狂，因为在场的14名竞争者都有机会成为“Carlsberg百万富翁”。我们要恭喜所有农历新年促销活动的得奖者，尤其是双喜临门的首位“Carlsberg百万富翁”。大马Carlsberg集团在此恭祝各位得奖者好运连连，财源滚滚来，希望他们在羊年里一帆风顺，过个喜气洋洋的好年。”

长达8周的Carlsberg 2015年农历新年促销活动于2月结束。在促销期间，消费者只需要在参与促销的餐厅、美食广场、小贩中心及咖啡店购买大瓶装Carlsberg、Asahi Super Dry 或Royal Stout，查寻并获得底部印有“顺”字的瓶盖，或到参与促销的超级市场及霸级市场购买24罐佳节包装Carlsberg啤酒，在包装底部寻获贺词，即可赢得13,888令吉现金奖！此外，活动期间也会送出其他奖品。

他补充：“Carlsberg在丹麦1847年成立的年份相同也属羊年，因此我们希望让这个农历新年过得特别有意义。我们很开心今天的每个饮家都是赢家，也希望这个活动可以启发饮家们保持正面乐观面对新的一年。”

更多有关 Carlsberg 百万富翁 的详情，请浏览 www.carlsberg-cny.com.my 或 www.facebook.com/CarlsbergMY。

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此新闻稿由Carlsberg Brewery Malaysia Berhad提供，acorn communications发布。更多详情，请联络：

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