

**PRESS
RELEASE**

**CARLSBERG SPREADS PROSPERITY WITH
MASSIVE ANG POW GIVEAWAY**
RM6.8 million in ang pow and other gifts await consumers

SHAH ALAM, December 21, 2012 – The red packet may be diminutive in size but for the Chinese it holds the promise of prosperity and abundance for the Lunar New Year. Carlsberg is turning the promise of good fortune into reality with its much anticipated Lunar New Year consumer promotion that will see the brand giving away the biggest number of *ang pows* ever in the spirit of spreading good fortune in the Year of the Snake.

Beginning December 24, lucky Carlsberg consumers stand the chance of being at the receiving end of these packets of good fortune when they participate in the RM6.8 million consumer promotion that will give away a total of 756 *ang pows*.

Reigning supreme are *ang pows* worth either RM11,888 or RM1,188 from the country's most preferred beer brand which await lucky Carlsberg consumers as they begin their celebrations to welcome the new year.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, "The practice of giving the *ang pow* has been a part of the Chinese tradition for centuries and everyone loves receiving it! In keeping with our usual style of embracing Chinese customs, we have chosen to make the *ang pow* a significant part of our Lunar New Year festivities. With the *ang pow* a huge part of our redemption promo, this gives Carlsberg a great opportunity to spread good fortune among our consumers."

"This is one of the easiest consumer promotions to participate in for anyone who enjoys drinking Carlsberg. And this time around, we're expanding the feel good factor of this annual promotion by including two other beers. At Carlsberg, we're always looking for ways to spread goodwill and what better way to reciprocate our consumers' loyalty than through the gift of the *ang pow*."

To participate in the redemption promotion, consumers just have to purchase one big (640ml) bottle of a Carlsberg or Danish Royal Stout or Asahi Super Dry at food courts, coffee shops, and hawker centres located across Peninsular and East



Malaysia. Consumers can then check the bottle cap liner to find out what they've won. Besides the *ang pow*, other giveaways are also up for grabs.

Top giveaways are the tier one *ang pow* worth RM 11,888 which can be redeemed when consumers find 'CNY1' on the bottle cap liner. Next in line are the tier two RM1,188 *ang pow* giveaways for consumers with bottle cap liners with 'CNY2'.

In addition, consumers who find 'CNY3' on the bottle cap liner can redeem a big bottle of Carlsberg, while those who collect six 'CNY' bottle cap liners from Carlsberg, Asahi Super Dry or Danish Royal Stout will receive a deck of Chinese New Year themed playing cards that comes in two collectible designs. The Carlsberg redemption promotion continues until 24 February 2013 or while stocks last.

Ravn added, "Carlsberg has always been a part of memorable new year gatherings of friends and family as people come together to reconnect and strengthen ties. Once again, we look forward to celebrating new beginnings with positivity and a strong spirit of togetherness. And to handing out our biggest value to-date of new year giveaways through our redemption promo. Now that calls for a Carlsberg!"

The promotion also extends to hypermarkets and supermarkets when consumers who purchase two 24-can packs of Carlsberg will receive a custom designed 'Carlsberg Tray of Prosperity'.

To redeem the Carlsberg RM11,888 and RM1,188 *ang pow*, consumers with the 'CNY1' or 'CNY2' bottle cap liners can call 1800-88-1847 and answer one simple question. CNY3' and 'CNY' bottle caps can be redeemed immediately at participating outlets.

For more information on the consumer promotion and other festive activities lined up, one can visit facebook.com/Carlsberg or www.carlsberg.com.my.

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