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**PRESS
RELEASE**

**ASAHI SUPER DRY PRESENTS
RICHARD DURAND & HIS 'IN
SEARCH OF SUNRISE' GLOBAL
TOUR**

Go on a whirlwind musical journey with the Dutch DJ

KUALA LUMPUR, 1 AUGUST 2014 – Asahi Super Dry, the No. 1 Japanese Beer, is proud to present one of the hottest new Dutch DJ, Richard Durand at Asahi's flagship outlet, Play @ The Roof, Bandar Utama for a Friday party night.

As part of his "In Search of Sunrise" global tour, Richard Durand's performances set the mood for the crowd and hypnotized the ecstatic fans with his clever song selection and sound mixing. It was a night filled with positive vibes for EDM lovers, especially having a Asahi Super Dry in their hands. Durand is well known for his technical wizardry behind the decks, bringing listeners into a journey of cutting edge tunes of trance, techno and tough electro. He is already a star performer at A-list events, headlining global festive brands that include Global Gathering, Sensation, Trance Energy, Mayday and ASOT. His show stopping performances have made him a permanent fixture in the DJ Mag Top 100 DJs poll.

"Staying true to its brand DNA of igniting limitless possibilities, Asahi Super Dry has once again rejuvenated the local EDM scene by presenting Dutch DJ Richard Durand and making it possible for Malaysian fans to be part his global tour. We're thrilled that our consumers cum EDM fans have increased significantly over the last two years, and we will continue to elevate their EDM experience and journey," said Kenny Lim, Premium Brands Marketing Manager of Carlsberg Malaysia.

"To show appreciation for our supportive consumers, Asahi Super Dry is currently running a consumer promotion that rewards contest winners with collectible items such as limited edition mah-jong set, premium silver playing cards and zippo lighter at participating bars, restaurants, eateries and hypermarkets," Lim added.

Since its launch end of 2012, Asahi Super Dry has been one of the fastest growing premium beers in Malaysia. It is brewed with a unique brewing technology called Karakuchi that gives a clean, crisp and refreshing taste that offer drinkers an extraordinary experience.

About Asahi Super Dry

Asahi means Rising Sun. Karakuchi means Dry. And the added adjective 'Super' is to reinforce the beer's crispness. Asahi Super Dry is Japan's first Karakuchi (dry) beer – the No. 1 in Japan, the No. 1 Japanese beer in the world, and one of the world's fastest growing premium Asian beers. Introduced in 1987, Asahi Super Dry, packaged with a metallic exterior/casing, boasts a unique Karakuchi style that is clean, crisp, refreshing with no bitterness.

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