



**PRESS
RELEASE**

**LIVERPOOL FOOTBALL CLUB AND CARLSBERG
TOAST 21 YEAR PARTNERSHIP
THAT CALLS FOR A CARLSBERG!**

For 17 years, Carlsberg was Liverpool FC's shirt sponsor, until 2010 when the leading international beer brand became the Reds' official beer partner. During the 21 seasons, it is estimated that over 5.7 million pints of Carlsberg were served at Anfield, which is more than enough to fill an Olympic sized swimming pool (2,500,000L).

Liverpool Football Club and Carlsberg are today celebrating their partnership of 21 years by announcing a three year extension to Carlsberg's long-term sponsorship.

Already the longest serving partnership of any Barclays Premier League club, it has now been extended to run until the end of the 2015/16 season, a total of 24 seasons.

In Malaysia, any true fan of the Barclays Premier League, regardless of which club he supports, would associate the Liverpool Football Club with Carlsberg, reflecting the strength of the partnership between the two internationally renowned brands in the world of football.

Carlsberg Malaysia managing director Henrik Andersen said, "Clearly, Carlsberg's well-established partnership with a football icon like Liverpool Football Club has stood the test of time. It clearly attests to our football heritage and long-standing reputation as a loyal supporter and promoter of the beautiful game worldwide and here in Malaysia."

"We are stepping up our game this year with Carlsberg kicking off the three-year partnership with the Premier League as the Official Beer Partner in August. Malaysian football fans will definitely benefit as we plan to bring the world of BPL to fans here in a uniquely Carlsberg way when the season commences," he added.



Carlsberg's partnership with Liverpool FC started in 1992. It was Carlsberg's very first connection to English football – an affiliation which has grown significantly. Over two decades later the brand is excited to be continuing our partnership with a club that has over 120 years of heritage and one of the biggest followings in football, both in the UK and around the world.

Billy Hogan, Liverpool FC's Chief Commercial Officer, added: "We are delighted to extend our partnership with Carlsberg, one of the world's leading beer brands. Together we have been on an incredible journey, which sees our partnership become the longest in the history of any top-flight club. We are incredibly proud of our partnership's longevity and the deep relationship between our two great brands. We look forward to another three years with Carlsberg, delivering exciting initiatives to our fans all over the world."

It is estimated that Liverpool FC has 588 million followers across the globe that the club interacts with on a regular basis. Recently Liverpool FC launched 15 new local language Twitter accounts reaching fans in over 75 different countries. This is in addition to Liverpool.com which receives 7 million visitors per month, LFC TV UK which attracts 600,000 viewers per week, and LFC TV International which connects with 100 million homes worldwide.

Carlsberg's long-standing involvement with football

The brand has a long heritage of supporting football through major international sponsorships of national teams and international tournaments. Starting in the 1970's, Carlsberg was the first commercial sponsor of the Danish national team and national league. The Denmark sponsorship continues today along with partnerships with the national teams of England, Ireland and Serbia.

In club football Carlsberg has wide ranging partnerships throughout Europe and beyond including a recent deal with the Premier League.

Carlsberg has been a consecutive sponsor of the European Football Championships since 1988.

About Liverpool Football Club

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields

As a socially responsible business, Liverpool FC is proud of its heritage and plays a proactive role in its communities managing over 20 projects all-year round in education, social inclusion, health and sports development. Its contribution was recognised by the award of a Community Mark from Business in The Community



Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities

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