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**MARK CHENG HO-NAM TO BE THE FACE OF DANISH ROYAL STOUT.**

Shah Alam, 2 June 2010 – Hong Kong superstar Mark Cheng Ho-Nam is set to appear as the new face of Danish Royal Stout, a genuinely brewed stout with 100% real stout and the only one that contains 8% alcohol content.

The deal signed between Danish Royal Stout and Mark, a renowned actor of blockbuster movies such as Election 2, Rogue Assassin and Young & Dangerous 5 will see the release of an extensive campaign that will propel the brand's growth in the market.

“This association with Mark Cheng who has a strong character and personality complements the genuinely brewed stout of Danish Royal Stout that is smooth in taste,” says Ole S. Nielsen, Marketing Director of Carlsberg Malaysia. “Our goal is to bring wider exposure to the Danish Royal Stout brand and with Mark, we will appeal to a larger audience who resonate with Mark's outlook on life.”



The local stout market represents a growing segment for Carlsberg Malaysia. Since its introduction in 1992, Danish Royal Stout has grown to become a strong alternative to a market dominated by only 1 brand. It continues to grow yearly despite a decline experienced by the total stout market.

The appointment of Mark as the new face of Danish Royal Stout marks a new milestone in an ongoing campaign to raise the profile and market share of Danish Royal Stout in Malaysia. The brand upgraded its packaging last year and has seen its sales rising steadily.

“What makes Mark Cheng a great ambassador is his strong characteristics, his confident persona and charming demeanour, qualities that are undoubtedly Danish Royal Stout,” adds Nielsen.

With his lean muscular build and unmistakable chiselled jaw line, Mark has acted in more than 200 movies including Japanese and Hollywood ones. He is still very active in the entertainment industry, concentrating more on behind the scenes role. Working on a few film production projects on hand, he is now travelling between China, Hong Kong and Malaysia, where his family are currently staying.

Mark was delighted with his new role with Danish Royal Stout, determined to make this opportunity an interesting venture. “Danish Royal Stout has a rich aroma with a right level of bitterness, its honest to goodness flavour appeals to a mature generation who appreciate its rich taste and the younger generation who feels a need for change in keeping with the times,” says Mark about Danish Royal Stout. “I am excited to be part of the Danish Royal Stout story in Malaysia.”

Mark will appear in Danish Royal Stout advertising and point of sale materials .

To reward loyal drinkers, Danish Royal Stout will also launch a promotional campaign at coffee shops / food courts / hawker centres around the country. With every purchase of



two big bottles or quarts of Danish Royal Stout, consumers will receive a limited edition Danish Royal Stout lighter.

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### **About Danish Royal Stout**

Danish Royal Stout is a genuinely brewed stout, which means that every bottle of Danish Royal Stout you get in the market is a 100% real stout, not like other stout brands where the liquid is a mix of lager beer and stout concentrate.

Danish Royal Stout, the only stout that is still at 8% alcohol in Malaysia comes in 640ml, 325ml bottles and 320ml can.

Danish Royal Stout should be enjoyed responsibly. Carlsberg Malaysia encourages responsible consumption of its products and ensures that its people embrace this corporate responsibility.

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### 郑浩南将成为黑皇的代言人

沙阿南，2010年6月2日-香港超级巨星，郑浩南即将任为黑皇(Danish Royal Stout)的新近代言人。黑皇 100%的真正黑啤也是马来西亚唯一含有 8%酒精的黑啤。

郑浩南是卖座电影如《黑社会以和为贵 2》、《玩命对战》及《98 古惑仔之龙争虎斗》的著名演员，他与黑皇签订协议之后便会投身于一系列的宣传活动中，藉以推动该品牌在市场上的增长。

“郑浩南的刚毅性格和个性，体现了黑皇经精心酿制后的原有香醇酒味。我们旨在增加黑皇品牌的曝光率，并希望能够透过郑浩南吸引更多了解他人生观的观众。”马来西亚 Carlsberg(皇帽)集团市场总监何烈先(Ole S Nielsen)表示。

本地的黑啤市场对马来西亚 Carlsberg(皇帽)集团而言，是增长极为快速的一个部分。自 1992 年推出之后，黑皇便逐渐成为占主导地位的唯一品牌的有力替代品。该品牌持续于每年增长，并与黑啤总市场下降率形成对比。

邀请郑浩南为黑皇代言将可提升该品牌于大马的形像及增长其市场份额，为持续不断的宣传活动成立一个新的里程碑。此外，黑皇的包装自去年经改善后，其销售便稳步上升。

“郑浩南因拥有强健的特征、自信的外表及迷人的风度而被甄选为最佳代言人，他所具有的一切特性与黑皇的特质不谋而合，”何烈先接着表示。



郑浩南拥有强壮的体格和轮廓鲜明的下颚，皆为人所知；他曾参与超过 200 部电影的演出，包括有日本和好莱坞的影片。他仍然十分活跃于娱乐圈，并将主力集中于幕后角色。目前正与家人居住在大马的他经常穿梭于中国、香港与马来西亚三地，忙于手头上几个电影制作项目的工作。

对黑皇的新任务感到极度兴奋的郑浩南将此推广项目视为一项新挑战。“浓郁中带适度的香醇苦涩是黑皇独有的特质。保持原有的香醇酒味的黑皇，成功吸引成熟消费者及一群与时并进而尝试不同口味的年轻人。能够成为大马黑皇故事中的一部分，我感到十分高兴。”郑浩南表示。

郑浩南即将在全国的各个市场出现在黑皇的广告与宣传物品上。

为了答谢广大的忠心拥护者，黑皇将在大马各州各镇的咖啡店、食阁及小贩中心推出一系列的营销活动。凡购买两大瓶装的黑皇，顾客便可免费获得限量版黑皇打火机一个。

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## 关于黑皇

黑皇是精心酿制而成的纯正黑啤；换言之，市面上的每一瓶黑皇皆属 100% 的真正黑啤，而非混合了全麦啤酒和浓缩黑啤，实有别于其他品牌的黑啤。



黑皇是马来西亚唯一保持 8%酒精的黑啤，分别以 640 毫升和 325 毫升瓶装及 320 毫升罐装出售，在霸级市场、超级市场、小型超市、便利商店和咖啡店、食阁、小贩中心及餐馆均可购得。

马来西亚 Carlsberg（皇帽）集团鼓励消费者们更具责任地享用黑皇用同时能确保人们支持这企业责任。

如需进一步查询，请联络：

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