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**PRESS
RELEASE**

PENGUINS DEFENDS HSBC-COBRA RUGBY 10S 2011 TITLE

Proud sponsor Carlsberg Malaysia joins fray to celebrate winners

Petaling Jaya, 14th November - Long-time supporters and defending champions of COBRA Rugby 10s Penguins International from UK took the title home again after an enthralling and exciting weekend of rugby witnessed by fans at the Petaling Jaya Stadium in Kelana Jaya on 12th and 13th November 2011 while home team The Combined Old Boys Rugby Association (COBRA) settled for second place.

Carlsberg Malaysia, an avid supporter of COBRA for the past two decades, was unveiled as one of the main sponsors of the 42nd HSBC-COBRA Rugby 10s tournament in a press conference on 2nd November 2011.

COBRA has been pivotal in the continued success of the 10-aside rugby tournament since 1967 and this year was no exception with 16 teams from nine countries participating in the tournament including four from Malaysia.

Fans were thrilled and had a scintillating weekend owing to the strong calibre teams assembled by COBRA backed by the positive support of Carlsberg Malaysia and the other sponsors.

“On behalf of COBRA as well as the rugby fraternity I wish to extend our gratitude to each and every sponsor for their support. The tournament this year will see the strongest line up of teams from nine nations,” said organising committee chairman Tan Sri Krishnan Tan.

The HSBC-COBRA 10s attracted some of the best clubs and a number of debutants this year apart from Penguins International RFC from United Kingdom, namely Casuarina Cougars and NS Silverbacks Rugby Club from Australia; and Massey Rugby Football Club from New Zealand.

Also in the line-up were Nadroga Rugby Union from Fiji; Canterbury RFU and Ponsonby DRFC from New Zealand; Cape Town RFC and NNK Northlink from South Africa; Impala from Kenya; Tradition RFC from Japan and Shanghai RFC from China.

Local teams in the fray included Malaysian heavyweights Borneo Eagles, NS Wanderers and ASAS, as well as host team COBRA.



The 16 teams competed for the coveted Hui Weng Choon Trophy and USD\$33,000 (RM103,000) in total cash prize.

About Carlsberg

Since 1847, the founder of Carlsberg, J.C. Jacobsen has committed himself to bringing science to the art of brewing. With the never-ending quest in search of the latest developments in the world of beer and most importantly cultivated a pure yeast strain that ensured each beer tasted as good as the last.

Since then, Carlsberg has enjoyed global brand distribution and is the No.1 beer brand in Malaysia.

Carlsberg Malaysia was recently awarded the 13th consecutive Reader's Digest Trusted Brand Award and a Gold Award in the Alcoholic Beverage category for the most preferred beer brand in Malaysia at the Putra Brand Awards 2011.

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