

**PRESS
RELEASE**

“Where’s The Party?” Returns With A Bang for The Second Time This Year

Shah Alam, December 17, 2011 – Building on the positive momentum and overwhelming response towards the debut of “Where’s The Party?” (WTP) held in June this year, Carlsberg has raised the bar by hosting another outstanding party for more than 2,000 party goers challenging the curiosity of partying in an unknown location. The trademark characteristic of withholding key information on “Where’s The Party” kept Carlsberg fans curious and looking hard for leads on the location, time and other party details.

This time, the exclusive by-invitation only party was held at the very own Carlsberg Malaysia’s Brewery in Shah Alam, the facility where the first Carlsberg beer was locally brewed in 1972. More than 2000 guests attended the party, which had an eclectic mix of exciting games, fun rides and free flow of Carlsberg beer. The party incorporated an ‘amusement park’ theme, complete with childhood favourites such as a ferris wheel, pirate ship and an adult carousel. Some other traditional fun fair booths also included Ring a Green, Toss & Score, Duck Hunt, ‘Our holes, Your balls’ & Wild Wild West.

With its reputation as the ‘party of the year’, this time, a key highlight of the party was the Sky Ride, which gave partygoers an exhilarating experience of being buoyed by a hot air balloon. Consumers were also given an opportunity to relive their childhood and be enthralled by circus acts which included stilt walkers, unicyclists, jugglers and balloon sculptors. There were also various group challenge games such as ‘Road Runner’, ‘Peddle to the Bell’ and ‘Dare to Dash?’ which aimed to engage all partygoers and create a community spirit among them.

To liven up the atmosphere in the evening all through the wee hours the next morning, Carlsberg presented an array of entertaining performances by international DJs, renowned rappers, bands and musicians. Locally acclaimed performers Dennis Lau and Shawn Lee presented a thumping combination of an electric violin and beat boxing. Special group appearances by famous Korean star, Lee An, the unforgettably spontaneous star rapper of Carlsberg Malaysia, Mr Soren Ravn along with violinist Dennis Lau awed the party crowd further. Home-grown bands Crossfire and Paperplane Pursuit had the crowd dancing to their chart topping hits. World renowned girl band ‘High on Heels’ also made their first appearance in Malaysia and entertained the crowd with their creative mix of LIVE classical instruments with song mixing on their turntables. “Where’s The Party” came to a close around 2am the



following morning after several hours of non-stop music with international DJs; Sophie Sugar from the UK and Hiloco from Japan.

Soren Ravn, Managing Director of Carlsberg Malaysia said “We are thrilled at the extensive reach of Carlsberg’s “Where’s the Party?” and the immense support and interest garnered from consumers. The main objectives of the party is to create memorable, inspiring moments and experiences for consumers as a way of encouraging them to be bold and stepping up to do the right things. When they think of celebrations and achievements, they will think of the next level with “That Calls for a Carlsberg!””

As an interesting touch to the party, all partygoers were assigned their own, unique RFID (Radio-Frequency Identity) tags, which enabled them to collate points from the games they played and redeem prizes accordingly. These RFID tags were linked to their Facebook accounts and enabled them to update their Facebook status simply by tagging on the “Like” stations throughout the brewery.

In line with Carlsberg’s philosophy of responsible drinking, Carlsberg encouraged all partygoers to enjoy responsibly and in moderation. As part of the ‘Enjoy Responsibly’ campaign, Carlsberg planned engagement activities for consumers such as the *Alcohol Testing Zone*, where consumers had their alcohol level tested while partying and the *Drunk Man Zone* which enabled consumers to play an android game which showed them the effect of excessive alcohol consumption. These activities served as a reminder for all partygoers to be safe, in control, drink smart and stick to the age limit.

About Carlsberg Malaysia

Since 1847, the Carlsberg brand has enjoyed global brand distribution, has become a brand of high awareness.

On 6th of April 2011, all across the globe simultaneously witnessed Carlsberg undergo a successful global transformation, across more than 140 countries. The Carlsberg brand underwent a major transformation and the introduction of a new slogan “That Calls for a Carlsberg”.

All of the changes links back to Carlsberg founder, whose deep heritage of passion, innovation and entrepreneurship still connects with today’s young consumers. A sign that their spirit is still a part of what makes Carlsberg special.

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