

**PRESS
RELEASE**



LUEN HENG F&B SDN BHD UNVEILS BUDWEISER AS 2012 FA CUP LEAD PARTNER

Petaling Jaya, 19 January 2012 - A subsidiary of Carlsberg Malaysia, Luen Heng F&B Sdn Bhd (LHFB), is proud to announce Budweiser, the iconic global lager brand, became the Lead Partner of The FA Cup, to be known as *The FA Cup with Budweiser*.

LHFB, being the sole importer and distributor of Budweiser and the official beer of 2012 FA Cup is again rewarding its customers another “once a lifetime experience” – to fly consumers to watch FA Cup Final live.

Soren Ravn, Managing Director of Carlsberg Malaysia cum Chairman of LHFB, said, “Budweiser has served as Official Beer of the FIFA World Cup™ for the last 25 years; it is a long-standing supporter of sports around the world. Last year, Budweiser has involved in COPA America Argentina 2011. And it has also strengthened its position by being the “official beer” of the FIFA World Cup™, this sponsorship will continue until 2014.”

Soren said: “Budweiser is proud and excited to sponsor this world’s oldest and most prestigious domestic cup competition. We’re looking forward to sharing our passion for the beautiful game, bringing The FA Cup closer to fans around the nation through an exciting programme of activities, including bringing consumer to watch FA Cup Live in England”

“We will have Match Viewing Parties for Budweiser and FA fans throughout the competition. The next exciting match of Liverpool VS Man United will be one of the highlight for FA Cup and of course we will not miss the chance to watch this game together with all the football fans,” said Soren.

During the launch, it also kick-starts the search for an inaugural Malaysian Team to participate in the 2012 Bud Cup 6V6, which will be compromising of eight (8) members will be selected from different channels, E.g. our end consumers, trade partners; Joining the guests at the launch today was the legendary national footballer, Yang Berbahagia Datuk Soh Chin Ann who has been appointed as the honourable Team Manager for Malaysia Bud Cup team.



联兴食品有限公司宣布百威啤酒为英格兰足总杯全球冠名赞助商

八打灵再也十九日讯：马来西亚Carlsberg集团其中一家子公司，联兴食品有限公司(LHFB) 今日于八打灵再也宣布，拥有“啤酒之王”的百威啤酒成为英格兰足总杯全球冠名赞助商，从而称为**百威足总杯 (The FA Cup with Budweiser)**。

联兴食品有限公司，百威啤酒(Budweiser)唯一的进口和分销商，将趁着这一个机会，再一次带给马来西亚足球粉丝们一个“毕生难忘的经验”，那就是带幸运的消费者到**伦敦**温布利大球场现场观赏足总杯决赛！

马来西亚Carlsberg集团董事经理兼联兴食品有限公司主席王守仁说道，“在过去的几年内，百威啤酒一直以来都充分展现其热诚参与所有不同的运动赛事。过去的25年，百威啤酒一直都是FIFA世界杯的官方啤酒，这将会延续到2014年。去年，百威啤酒也是2011年南美足球杯官方啤酒。”

“我们的确非常兴奋赞助这号称“世界上历史最悠久的足球赛事”的足总杯。我们期待能够将我们对足球的热情，一起将足总杯的激情传递到更多球迷的身边，为球迷们带来各种不同的活动。其中包括带幸运的消费者到**伦敦**温布利大球场现场观赏足总杯决赛。”王守仁补充道。

王守仁也说“在足总杯整个赛事里，我们将会有大大小小的足球观赏派对。即将来临的利物浦VS曼联的赛事，将会是足总杯其中一个重点赛事。而我们也不会错失这个能和球迷们观赏足球和欢聚的难得机会。”

在今日的发布会当中，联兴食品有限公司也正式宣布开始招募马来西亚队以参与即将来临的**2012 Budweiser Cup 6v6**。马来西亚的百威足球队将会通过不同管道的甄拔赛，来决定这八位足球队员代表；其中包括消费者及贸易伙伴。今日出席的也包括马来西亚的足球传奇人物，拿督苏进安，他将会再一次成为马来西亚的百威足球队的名誉队长。



About The FA

Sponsorship of The FA Cup is part of a wide-ranging sponsorship programme operated by The Football Association. It encompasses the five commercial assets of the governing body: the England national team, The FA Cup, Wembley Stadium, Football Development and St. George's Park (National Football Centre). As a not-for-profit organisation, all surplus revenues generated from The FA's commercial activities and re-invested back into football in England at all levels.

Bud Cup History

The Bud Cup started in 1998 and was part of Budweiser's FIFA World Cup sponsorship platform as a marketing and promotional asset for local markets. The whole idea of the International 6 v 6 tournaments is to bring consumers together to celebrate their love of beer and their passion for football.

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