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**KRONENBOURG MAKES IT A NIGHT TO REMEMBER AT THE BMW
MALAYSIAN OPEN 2012**

*Treats former world number one tennis star, Jelena Jankovic to a surprise birthday
celebration*

It was an evening to remember for a select group of guests at the BMW Malaysian Open on Tuesday, as Kronenbourg 1664 hosted a lavish soiree at its hospitality marquee allowing those in attendance with the chance to watch the qualifying matches in style and to rub shoulders with some of the world's best tennis players. Kronenbourg 1664 is a main partner of the BMW Malaysian Open 2012.

Held within the vicinity of the Bukit Kiara Equestrian & Country Resort, guests mingled over glasses of Kronenbourg while catching a glimpse of the matches being played.

The marquee was laden with excited guests as they flocked to the private viewing balcony to catch a glimpse of the first featured match of the evening with Yvonne Meusburger from Austria playing against Shuai Peng of China. The game was interrupted on several occasions due to the rain but it was Shuai Peng who ultimately held off Keothavong, winning the match in three sets, 6-1, 4-6 and 6-2.

Meanwhile, inside the marquee, the atmosphere was at a constant upbeat with Kronenbourg 1664's Lager and Blanc premium beers being served with the Blanc being the crowd's preferred choice.

Soren Ravn, Managing Director of Carlsberg Malaysia said, "We hope our guests had an enjoyable experience at the Kronenbourg Hospitality Marquee. We are thrilled to be able to host them to an evening of fantastic beer, great company and a thrilling

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game of tennis”, he said.

While the good company offered a sense of solace from the beckoning rain, it was a show-stopping appearance from legendary designer, Dato’ Jimmy Choo that was the trending topic. Carrying conversations throughout the evening, Dato’ Jimmy Choo mingled and posed for pictures with excited guests before settling down at the stands just in time for the second match of the evening.

The second qualifying match saw former world number one Jelena Jankovic pitted up against French up and coming tennis star, Caroline Garcia. It was a match that defined the evening as both players battled over a hard fought match to thrill everyone watching.

Both players exchanged point frequently and ultimately forced the deciding set into a tie breaker over a three hour nail-biting match which could have gone either way. But it was birthday girl, Jankovic who came out on top as she won the match after facing tenacious resurgence from Caroline Garcia, holding her ground to win 7-6, 4-6, 7-6.

The evening ended on a high note as Carlsberg’s Managing Director Soren Ravn, and guests surprised Jankovic with a birthday cake at the Kronenbourg Hospitality marquee to make her hard-fought victory even more memorable. Surprised and still catching a breath from her match, Jankovic closed her eyes, made a wish, and blew the candles off her tennis ball-shaped cake, ending the night on a sweet note.

Photos from the Kronenbourg Hospitality Night will be uploaded to Kronenbourg 1664’s Facebook page. Fans can view and download them at <http://www.facebook.com/kronenbourgMY>.

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About Kronenbourg 1664

Kronenbourg 1664 is a super premium beer that was named after the year Jerome Hatt, the founder of Brasseries Kronenbourg, first started commercial brewing. Since the fifties, Brasseries Kronenbourg is France's leading beer company, with a unique 350 year know-how and a famous portfolio of beer brands. In 2008, Brasseries Kronenbourg became 100% part of the Carlsberg Group. Today, Kronenbourg 1664 is the best-selling super premium beer in France and is sold in more than 70 countries

Find out more at www.carlsbergmalaysia.com.my

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