

**PRESS  
RELEASE**



## **CARLSBERG RAISES THE BAR THROUGH PARTNERSHIP WITH THE MALAYSIAN HASH COUNCIL**

Penang, 9 March 2012 – Carlsberg, the most preferred beer brand of Malaysia, embarks on a new journey with the Malaysian Hash Council (MHC) on 9 March to kick off its official partnership as main sponsor at the premier Hash event – the 9<sup>th</sup> Malaysian Nash Hash Penang 2012.

The 9<sup>th</sup> Malaysian Nash Hash Penang 2012 is a biannual event which has been organized by the MHC for the past 18 years. This year, Carlsberg kicks off as the proud sponsor of the group will held over three days at Holiday Inn Penang & Penang Water Sports Club. Gracing the event was Northern Region Sales Manager from Carlsberg Malaysia, Mr. Lim Eng Wah along with his team, the Chairman of the organizing committee of MHC, Dato' Ajit Singh and the Hash Group committee members.

Mr. Lim Eng Wah said in his speech at the Moral Uplifting Society Hall, “As the most preferred beer in Malaysia, Carlsberg has its long tradition in history coming back in 1903 when the first Carlsberg beer was brought to the Malaysian shore. The association with The Hash House Harriers which was first established in Kuala Lumpur in 1938 will create an ideal and establish partnership since Hashing has spread throughout Malaysia with more than 200 chapters.”

Chairman of MHC, Dato' Ajit Singh reiterated Mr. Lim's speech and added, “Our team would like to thank the Carlsberg Team as well as Carlsberg as the official sponsor for such a great opportunity which we now embark. The Malaysian Hash Council was founded in 1996 by a group of senior Hashers and today, there are at least 200 members in 2012 which we are very proud of and we have Carlsberg with us to celebrate this great moment.”

Carlsberg's presence is timely and this opportunity and engagement will allow a presentation from Carlsberg and the rest of the premium beers portfolio's within the Group to the explosive activities organized by the MHC in the following two years.



In conjunction with the kick off of the partnership, the Malaysian Hash Council also held its 9<sup>th</sup> Annual General Meeting on 11<sup>th</sup> March 2012 at Holiday Inn Penang where the Hashers enjoyed the great moments with Carlsberg as their new sponsor.

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