

**PRESS
RELEASE**

CARLSBERG STRIKES GOLD 3RD YEAR IN A ROW **PUTRA BRAND AWARDS REAFFIRMS CARLSBERG'S LEADING POSITION**

KUALA LUMPUR, April 25, 2012 – Consumers once again pledged their ardent support for their favourite alcoholic beverage in Malaysia by voting Carlsberg as a Gold winner of the Putra Brand Awards. Adding this prestigious award to its stellar achievements, Carlsberg is the only alcoholic beverage that bagged the Gold Award for three consecutive years, reaffirming the brand's leading position in the market.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, "Carlsberg's success as Malaysia's most preferred beer brand is a result of constant innovation to the brand's products, packaging, promotions and marketing. Winning Gold for three consecutive years at the coveted Putra Brand Awards, as voted by consumers and endorsed by industry leaders, truly sets Carlsberg apart as the beer of choice. Now that calls for a Carlsberg!"

The Putra Brand Awards is not the only achievement Carlsberg has earned on the back of strong consumer preference. For the past 13 years, Carlsberg has been voted as the Most Trusted Beer Brand at the Reader's Digest Trusted Brand Awards. In February this year, Carlsberg's Chinese New Year (CNY) Campaign also won the Gold Award at the annual CNY Greeting Ad voted by readers of Nanyang Siang Pau and China Press.

"Carlsberg's success is a testament of the strong customer support and loyal consumer base. The new campaign themed 'That Calls for A Carlsberg' has proven to be a great achievement with consumers embracing the new visual identity and tagline while continuing to value the unique heritage of the brand and superior quality of the brew," added Ravn.

Focusing on brewing excellence and engaging consumer campaigns have paid off handsomely for Carlsberg. As part of the re-launch of the Carlsberg brand, consumers saw an enhancement across every channel, market and touch points with the unveiling of the iconic Carlsberg Crown and the new packaging of its big and small bottles as well as its cans.



Other key brand-building activities that contributed towards Carlsberg being a winning brand include Carlsberg's Where's the Party?™ activated through social media platforms, Carlsberg's sponsorships of golf at the Maybank Malaysian Open and Carlsberg Golf Classic tournaments as well as football that saw the brand sending consumers to watch the FA Cup finals in Wembley last year and another 100 Malaysian football fans to watch the UEFA EURO 2012™ Semi-Finals in Ukraine end June 2012, just to name a few.

Additionally, Carlsberg is the only beer brand that has won the Effies Awards two years in a row in 2009 and 2010 for marketing effectiveness.

Organised in association with the Malaysia's Most Valuable Brands (MMVB), the Putra Brand Awards is a recognition and brand valuation exercise initiated by the Association of Accredited Advertising Agents Malaysia (4As) to recognise brands that are near and dear to the hearts of Malaysians. While MMVB measures best brands by financial valuation, the Putra Brand Awards measures brands by consumer preference utilising a robust consumer research methodology developed by Pulse Group.

About Carlsberg

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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CARLSBERG 连续第三年荣膺金奖 **布特拉品牌奖肯定 CARLSBERG 的领导地位**

（吉隆坡25日讯）消费者再度大力支持最爱的马来西亚酒精饮料，投选Carlsberg成为布特拉品牌奖（Putra Brand Awards）的金奖得主。获得这项深具威望的奖项也让Carlsberg成为连续三年荣膺金奖的唯一酿酒公司，再度肯定该品牌在市场的领导地位。

马来西亚 Carlsberg 董事经理王守仁说：“Carlsberg 成为马来西亚最受青睐的啤酒品牌也是我们不断革新品牌产品、包装、促销与行销所取得的成果。消费者投选以及领域领导者的认可让我们连续三年赢得布特拉品牌奖金奖，令 Carlsberg 脱颖而出成为首选啤酒。此时此刻 Carlsberg！”

布特拉品牌奖并非Carlsberg备受消费者青睐的唯一成就。其在过去13年已被投选为读者文摘（Reader's Digest）的最受信赖啤酒品牌。而在今年2月，Carlsberg的农历新年活动也荣获南洋商报与中国报读者投选为年度农历新年祝贺广告金奖。

“Carlsberg 的成功验证了我们获得客户的鼎力支持，也建立庞大的忠实消费基础。以‘此时此刻 Carlsberg’为主题的全新活动也取得绝佳成就，全新的外观与标语深受消费者拥戴，继续重视品牌的独特传统及啤酒的超凡品质。”王守仁补充。

着重卓越酿造及富有魅力的消费者活动为 Carlsberg 赢得亮眼回响。在重新推介 Carlsberg 品牌之际，消费者可看到 Carlsberg 透过所有管道、市场及触点推介 Carlsberg 皇冠标志以及大小瓶装及铝罐装的全新包装。

另一项令 Carlsberg 荣获金奖的其他主要品牌建立活动包括透过社交媒体平台举办的 Carlsberg's Where's the Party?™、Carlsberg 赞助马来亚银行高尔夫球公开赛、Carlsberg 高尔夫球锦标赛，以及去年赞助足球赛事时将消费者送往温布利观看英格兰足总杯决赛，以及在今年 6 月将另 100 名大马足球迷送往乌克兰观看 UEFA EURO 2012™半决赛的盛举。当然，这只是部分的活动而已。

此外，Carlsberg 也凭着卓越市场行销绩效，成为 2009 年及 2010 年连续两年摘下艾菲大奖（Effies Awards）的唯一啤酒品牌。



与马来西亚最有价值品牌（MMVB）联办的布特拉品牌奖是由 Association of Accredited Advertising Agents Malaysia (4As)举办的认可与品牌评估活动，旨在认可与国人息息相关的品牌。其中，MMVB 以财务评估衡量最佳品牌，而布特拉品牌奖则以 Pulse 集团开发的全面消费者调查模式，针对消费者喜好而进行评估。

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Carlsberg简介

Carlsberg 自1847年享誉全球，透过全球分销网络成为备受精明消费者瞩目与青睐的品牌。

在2011年4月6日，全球同步见证Carlsberg在超过140个国家成功转型。转型后的Carlsberg以全新标语--此时此刻 Carlsberg全新出发。

Carlsberg 所作出的改变都于创办人息息相关，他以深切的传统热诚、革新与企业领导能力与时下的消费者紧密相连，其精神也令 Carlsberg 依然傲视群雄。

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