

**PRESS
RELEASE**



UEFA EURO 2012™ GETS OFF TO ROARING START AT CARLSBERG VIEWING PARTY

PETALING JAYA, June 8, 2012 – Football fever hits Malaysia! For hundreds of football fans and beer lovers in the Klang Valley, the UEFA EURO 2012™ championship officially kicked off with the phenomenal Carlsberg viewing party at The Strand, Kota Damansara, topped off with the exhilarating opening match between co-host country Poland and Greece.

Carlsberg consumers who had been gearing up for the first viewing party by the official beer brand and official partner of UEFA EURO 2012™ were rewarded with non-stop excitement both off and on the screen.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, “After having spent weeks counting down to this championship, Carlsberg had to make sure our first viewing party delivered mega excitement for those gathered. We promised our consumers and football fans a uniquely Carlsberg football experience at the first viewing party and to deliver as much excitement leading up to the opening match. This has truly given us a great opportunity to connect with consumers and celebrate our shared passion for football and Carlsberg. Now that calls for a Carlsberg!”

With a mock stadium set-up and football the central theme, the party got off to a rousing start with a high-energy percussion band and several dance performances. Fans, some with their faces painted and many clad in football jerseys of their favourite teams, were kept entertained by co-emcees Terrence S.Gill and Aster Kyle Gunasekera, who were later joined by Adam C and Jay Menon who peppered the night with trivia and games on football and UEFA EURO 2012™ among other activities. Many satisfied football fans walked away with limited edition championship memorabilia and gift vouchers courtesy of Zalora.com.my.

Among the highlights of the event were up and coming band Mad Sally and local artiste Bell Foo. A surprise treat was the impromptu beat box performance by Ravn who joined local beat boxer Sean Lee, ranked fourth in the world, on stage for the opening gambit.

Ravn said, “This party is as much about giving our consumers a memorable experience as it is about football. As the No. 1 preferred beer brand in Malaysia and the game’s beer of choice worldwide, Carlsberg takes much pride in bringing great football moments to our consumers.”

“We started off with the UEFA EURO 2012™ trophy landing on Malaysian soil for the first time, followed by a visit by our global ambassador Peter Schmeichel. Then there was the consumer promotion that will take 100 fans to watch the semi final in Donetsk, Ukraine, and the on-ground activities at our trade outlets which are still ongoing. With the start of the tournament finally here, our consumers can now look forward to the Carlsberg viewing parties to be held nationwide.”

On the much-anticipated opening match shown in high definition on big screens, Ravn commented, “With Poland having the home ground advantage and having beaten Greece in quite a number of previous matches, Poland is the favourite among many for this opening match. But we can’t rule out Greece who could emerge as the victor. So may the best team win!”

Carlsberg and football fans can expect more Carlsberg viewing parties throughout the month of June at various locations; Movida @Sunway Giza and The Pool (June 9); One Puchong Food Court and Auto City, Juru @ Penang (June 10); Ipoh Garden East and Voodoo @ Penang (June 11); Sector 7 and U&P Food Court @ Johor Bahru (June 13); and Pandan Malim Food Court @ Malacca (June 14).

For more information on the ‘Are You Fan Enough’ consumer promotion and other activities, please visit areyoufanenough.com.my, facebook/Carlsberg or www.carlsberg.com.my

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