

Carlsberg ushers in Lunar New Year with Bountiful 'Tree of Abundance'

AMPANG, 9 January 2013 - With one of the most enigmatic symbols in the Chinese zodiac set to make its entrance for the Lunar New Year, Carlsberg scaled new heights by unveiling a one-of-a-kind 16 feet high 'Tree of Abundance' at the launch of its Chinese New Year (CNY) national campaign at the Nine Emperor Gods Temple here today.

Inspired by the money tree plant which is said to bring good fortune to all who receive it, the towering, golden-hued Carlsberg 'Tree of Abundance' aptly symbolizes the brand's bountiful 2013 CNY theme 'May your prosperity reach new heights this Chinese New Year'.

Building on its past successes in creating culturally significant icons, Carlsberg, the country's most preferred beer brand, has again created a majestic symbol that holds the promise of good fortune for the year ahead, particularly for businesses, families and those with careers. The generously proportioned Carlsberg 'Tree of Abundance' is an inspiration for consumers to strive for more and aim high during the year.

Soren Ravn, Managing Director of Carlsberg Malaysia, commented, "In Malaysia, it has become Carlsberg's tradition to show how much we value our consumers by commemorating this important occasion in an auspicious and interactive manner. The Nine Emperor Gods Temple was selected as the venue to mark the start of our Lunar New Year celebrations as it is a highly venerated landmark for the Chinese community, whilst the 'Tree of Abundance' abundantly adorned with mock gold Chinese coins is set to bring a bounty of wealth and good fortune to our consumers."

Ravn said, "By welcoming the Year of the Snake with the Carlsberg 'Tree of Abundance' and our most rewarding consumer promotion ever worth RM6.8 million in cash and other giveaways, we encourage our consumers to adopt the positive virtues of the snake which include intelligence, determination and being highly intuitive so they can harvest an abundance of prosperity and good fortune throughout the year. Our whole-hearted wish is for consumers to unleash their positivity and good fortune."

The Carlsberg 'Tree of Abundance' will soon embark on a road show across Peninsular Malaysia to spread prosperity and positivity to consumers in the brand's inimitable way, as part of the RM6.8 million Carlsberg CNY consumer campaign. This massive giveaway makes it the biggest ever campaign of its kind where lucky consumers can receive either RM11,888 or



RM1,188 in ang pows besides other prizes in kind. Carlsberg has increased the value of giveaways by close to RM2 million compared to the year before. The consumer campaign will end on February 24 or while stocks last.

Ravn added, "As the Lunar New Year draws near, it is also important that we celebrate new beginnings and reaffirm bonds with family and friends, near and far. Carlsberg takes great pride in being a part of the gatherings and reunions each year, be it at home or elsewhere, as we bring people closer and strengthen relationships. After all, nothing makes a cold Carlsberg taste better than when shared in the spirit of togetherness!"

At the event, the dramatic unveiling of the Carlsberg 'Tree of Abundance' was received with much enthusiasm as it appeared from behind an elaborate ancient Chinese door. For added pomp and festivity, the unveiling was followed by the entrance of eight Fook Gods (Gods of Prosperity) and culminated with a riveting lion dance by multiple world-champion troupe, Kun Seng Keng Dragon Lion Dance Association.

Guests were also treated to a 24-festive drums performance, face mask-changing performance and plenty of CNY tidbits that went well with the ice cold Carlsberg beers. For more information on the Carlsberg 'Tree of Abundance' road show and CNY consumer promotion, please visit www.carlsberg.com.my.

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皇帽一开，百业盛开 灵蛇耀舞迎癸巳，Carlsberg 推出富贵黄金树

(安邦 9 日讯) 灵蛇耀舞迎癸巳，马来西亚 Carlsberg 集团，今日以“皇帽一开，百业盛开”为主题，别出心裁，推出金光耀眼，气势雄伟而华丽的富贵黄金树，为提早欢庆蛇年的系列春节促销活动掀开序幕！祝福大家来年丰收，如金币挂满树，日进斗金，财源滚滚。

马来西亚 Carlsberg 集团董事经理王守仁带领多位高层主管，浩浩荡荡的于香火鼎盛的九皇爷安邦南天宫，为一棵经历无数讨论、研究开发过程与草图绘制，动用了 15 至 20 名本地专业技工，费时 3 个月才制作完成的“富贵黄金树”揭开了神秘面纱，正式打响《Carlsberg 癸巳年新春活动》的第一炮！

王守仁在会上致辞时说，以富有中华文化特质与精神的方式庆祝华人农历新年，确保每一个新年庆祝活动都为大家带来“独树一帜，别出心裁”的惊喜，已成了马来西亚 Carlsberg 集团每年必须达致的目标，制作一项贴切反映来年生肖的吉祥物也成了一项传统。

“树”在华人的理解中则除了是植物，还代表了很多积极正面的意义，例如“百年树人”讲的是华人对教育的重视与投资，花费多年为的是为社会培养有用的人才；“前人种树后人凉”说的是前辈为后辈的幸福辛苦耕耘；“大树好遮荫”则指翠绿茂盛的树叶为人们遮阳，有“守护与保护”弱小者的意思，加上“树根”扎根大地，深植入底，吸取养分，不但让树干节节高升，枝叶繁茂，还使大树根基稳固，任你风吹雨打，依然傲然矗立，有泰山的牢固之势。

王守仁说：“富贵黄金树的树叶和树枝，由低至高徐徐向上伸展，有“龙飞腾，蛇游动”与“灵蛇飞舞”之势、翠绿常金之象，象征处事灵活，长袖善舞，收入节节高升，攀升，攀升，再攀升，永无止境。”

Carlsberg 富贵黄金树”高 16 尺，宽 16 尺，树身内部灌以实铁，由直径 3.5 尺，重 150 公斤的实铁平底支撑，树上更挂满 680 个金币，在满树金币的点缀下，白天太阳照射，耀眼夺目，夜里亮灯后则金光熠熠，展现一片“灵蛇耀舞，金币辉煌”的夺目景象的！

王守仁宣布，富贵黄金树从即日起将游遍国内大小城镇，每到一处都将送出为大家带来好运的大红包。为了实现华社一日比一日好，一年胜过一年的愿望，马来西亚 Carlsberg 集团今年特别再多加将近两百万令吉，使今年的红包总奖额再往上冲，达到总值 RM6,800,000！”

他吁请大家留意“富贵黄金树”的行程，踊跃出席见证并参加在现场举办的活动，即席赢取价值 RM11,888.00 金奖大红包和价值 RM1,188 的首奖红包，把寓意人人处事灵活，收入节节高升，八风吹不动的好意头带回家，在大树遮荫下不怕艳阳炙酷，无惧风吹雨打，经得起一切考验，保佑家庭和睦，子孙繁衍，代代相传，事业人生，成就非凡，节节高升，再攀高峰！

他说，新年是亲朋好友团圆的好时光，而 Carlsberg 也总是为大家的相聚增添情趣。感谢大家始终如一的支持，使 Carlsberg 稳居榜首，成为马来西亚最受欢迎的啤酒！《Carlsberg 2013 癸巳年新春活动》推介礼在 24 节令鼓的锣鼓声天，喜气洋溢的气氛中进行，富贵黄金树在一扇古意盈然的传统大门打开后隆重面世，福星在醒狮的伴随下紧接出现，为大家传送福气财源。

获取有关 Carlsberg 富贵黄金树的行程和促销活动，请浏览 www.carlsberg.com.my.