

**PRESS  
RELEASE**



## **TWENTIETH CURTAIN-RAISER FOR BIGGER & BETTER GOLF CLASSIC**

### **Country's No.1 Pro-Golfer endorses Country's Biggest and Longest-running Amateur Golf Tournament**

**KUALA LUMPUR, 4 April 2013** – The country's biggest and longest-running amateur golf tournament, Carlsberg Golf Classic (CGC) teed off its 20<sup>th</sup> anniversary with the appointment of Malaysia's No.1 professional golfer Danny Chia as the ambassador of 2013 CGC and announcement of new sponsors' line-up and rewarding prizes.

Carlsberg Malaysia Managing Director, Soren Ravn said, "We are proud to have the country's No.1 golfer Danny Chia as ambassador of Carlsberg Golf Classic in conjunction with the 20<sup>th</sup> anniversary celebration. Danny will be wearing the Carlsberg logo on the left collar of his golf shirts throughout his game in 2013 and making special appearance at Carlsberg Golf Classic qualifying rounds."

"Being the beer of choice amongst golfers, Carlsberg has been committed in supporting the Malaysian golfing industry and talent such as professional golfer like Danny where integrity and discipline are integral characteristics of success. Likewise, Carlsberg upholds its integrity and discipline in consistently delivering high quality products to its consumers," Ravn added.

The annual tournament is expected to see participation of approximately 5,000 amateur golfers to compete at 40 legs over six month at 40 exclusive golf clubs nationwide. Members of the golf clubs are encouraged to sign-up for the tournaments and showcase their mettle and prowess to vie for the coveted Nett and Gross titles. Winners for both nett and gross champions at the National Finals will qualify them the opportunity to train at K's Island Golf Academy and play alongside with international pros at the ProAm of 2014 Maybank Malaysian Open.



Receiving invaluable support from sponsors since its inception, this year, the tournament boasts attractive and lucrative prizes from Mercedes-Benz Malaysia, Liberty Golf Services, FJ, Ogawa, Titoni, Berjaya, K's Island Golf Academy, JNG, Callaway, Panasonic, ParGolf and Sunplay. Prizes will be rewarded to the top 6 Gross & Nett categories as well as 4 Novelty prizes and Lucky Draws for all the 40 legs.

The Hole-in-One prize for the preliminary legs is a Titoni watch courtesy of ATG Watch, and a package tour for four to play golf in Siam Reap, Cambodia courtesy of Liberty Golf Services, valued at more than RM25,000 in total. Every participating golf club will be giving away prizes and goody bags worth more than RM50,000 each.

It gets even more exciting in the National Finals where all Par 3's will each have a Hole-In-One prize consisting of a Mercedes Benz C200CGi, a Titoni watch, Ogawa massage chair and a golf package for 2 persons to watch The US Masters 2014.

Apart from encouraging a passion for this sport, Carlsberg is also aligned with the Maybank Malaysia Open (MMO) which is accredited and co-sanctioned by the European and Asian Tours. It has been one of the longest leading sponsors for this prestigious tournament for the past 10 years. The brewer recently renewed its affiliation with this prestigious MMO golf tournament until 2015.

"We have cultivated a strong and loyal consumer base by reaching out to the golfers in Malaysia and our collaboration with the Maybank Malaysian Open has proven to be a fruitful partnership." Ravn said.

Golf enthusiasts were not only witness to an exciting and thrilling showcase of determination and grit throughout this year's MMO but also participated in the fun-packed activities and promotions offered by Carlsberg Malaysia.

By conceiving the CGC, Carlsberg has created a platform for local amateur golfers to raise their bar and learn the finer aspects of competing worldwide, forming an avenue for them to compete at an international level like the MMO.

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