



**PRESS
RELEASE**

i DARTS MALAYSIA, WITH ASAHI SUPER DRY, PRESENTS MSDO CHAMPIONSHIP 2014

SHAH ALAM, 8 OCTOBER 2014 – i Darts Malaysia, with Asahi Super Dry as the main sponsor, is proud to present MSDO Championship 2014, the biggest soft darts competition in the country and SEA, with total prize money of more than RM130,000 to be won this year.

The highly anticipated soft darts competition, which will be held from 15-16 November 2014 at E-City Hotel in One City, is expected to receive participation from around the world including Hong Kong, Japan, Taiwan, Macau, Indonesia, Australia, USA, the Philippines, South Korea, Thailand, Singapore and of course Malaysia. The MSDO Championship 2014 is a must-stop destination for darters in the Asia region.

According to Alex Chuah, General Manager of i Darts Malaysia, this is the second season that MSDO Championship is held as last year's response was overwhelming with a total of 350 participants and spectators. This year, the number is expected to double up to 700 participants and spectators, with 70 units of DARTSLIVE2 machines to be deployed to support the competition.

Darting is becoming a growing trend among young Malaysians, as it is a fun and entertaining engagement that you can play with peers on the spot or virtually while making new friends in the process. This is thanks to the unique social network platform features that our DARTSLIVE2 system has which, enable players to access integrated data on their darting journey. MSDO Championship is definitely 'the ultimate darting destination' for global darts enthusiasts," Alex said.

The two-day competition will maintain previous year's events of Dynamic Duo (Doubles Game), the Random Hook-up (Random Blind Draws Game) and the Grand Master Championship, as well as debuting the Prodigy Singles (Singles Game) and the Malaysia State Championship.

"MSDO Championship is a grand platform for our home grown players, be in novice or professionals in Malaysia to actively involve themselves in the two days of competition, friendship and fun engagement. The Malaysia State Championship event will give our local professionals an opportunity to take pride in representing their own state and compete to bring home this prestigious Trophy," Alex added.



MSDO 2014 will see Asahi Super Dry as its main sponsor for the first time. The number one beer in Japan is a brand associated with the latest lifestyle trends including the art of playing darts.

“Asahi Super Dry is proud to be the main sponsor of this event, as many of our consumers are also darts enthusiasts. We aim to ignite unlimited possibilities to our fans and we look forward to a thrilling competition,” said Kenny Lim, Premium Brands Marketing Manager of Carlsberg Malaysia.

At the press conference, i Darts Malaysia together with Asahi Super Dry also unveiled the State Championship Trophy, which is the ultimate symbol of glory for darts players. i Darts Malaysia official pro player and tournament master, together with other i Darts official players, also shared their experiences and even showed off their darts playing skills.

About Asahi Super Dry

Asahi means Rising Sun. Karakuchi means Dry. And the added adjective ‘Super’ is to reinforce the beer’s crispness. Asahi Super Dry is Japan’s first Karakuchi (dry) beer – the No. 1 in Japan, the No. 1 Japanese beer in the world, and one of the world’s fastest growing premium Asian beers. Introduced in 1987, Asahi Super Dry, packaged with a metallic exterior/casing, boasts a unique Karakuchi style that is clean, crisp, refreshing with no bitterness.

About i Darts Malaysia

i Darts Malaysia is part of i Darts Group, a globally recognised organisation aimed to promote the game of darts worldwide. i Darts Malaysia currently has five main outlets and more than 50 affiliated outlets nationwide, which offers a social environment for people to gather together, have fun and sharing a good laugh over a lively game of darts. Its electronic dart machines – DARTSLIVE2 – made by SEGA, Japan, are equipped with social network features including four DARTSLIVE card slots that allow players to play with each other at the outlet or online with players from around the world. For more information on iDarts Malaysia, visit <http://www.dartslive.com/my/>.

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**i DARTS与ASAHI SUPER DRY朝日啤酒联合荣誉呈献
2014年MSDO飞镖大赛**

(莎亚南8日讯) i Darts 联同Asahi Super Dry朝日啤酒荣誉呈现2014年MSDO飞镖大赛！今年，这项国内乃至东南亚地区最大型的飞镖比赛共有超过13万令吉奖金等待赢取！

万众期待的2014年MSDO飞镖大赛将于11月15日至16日在One City 的E-City 酒店举行，预计将吸引来自世界各地包括香港、日本、台湾、澳门、印尼、澳洲、菲律宾、南韩、泰国、新加坡及马来西亚本地的飞镖手的参与，这场比赛绝对是亚洲区飞镖手不可错过的盛会。

大马i Darts 总经理蔡惟民表示，继去年MSDO飞镖大赛获得350名参赛者与观众的热烈反应，今年是主办单位第二次举办这项比赛。主办单位预计今年度的大赛将吸引比去年多出一倍，即700名参赛者的参与，为了配合比赛，主办单位也将出动70台DARTSLIVE2 飞镖机助阵。

如今风靡全马的飞镖运动不但富有娱乐性，而且适合玩家与朋友们一起玩，同时让玩家在可透过这项运动认识新朋友。DARTSLIVE 2飞镖机独特的社交网络平台特性让玩家可在玩飞镖的时候获取综合数据。蔡惟民说：“MSDO飞镖大赛将是全球飞镖爱好者的终极目标。”

这项长达两天的比赛除了保留去年的项目如双人飞镖(Dynamic Duo)、蒙目飞镖(Random Hook-up)及飞镖大师(Grand Master)，也在今年增加了独秀项目(Prodigy Singles)及大马州际冠军赛。



蔡惟民补充：“MSDO 飞镖大赛将是本土飞镖玩家的大平台，无论是新手或专业飞镖手，我们都欢迎他们参与这两天的比赛，一起联谊及享受飞镖运动带来的欢乐。大馬州际冠军赛将给予本地专业飞镖手机会代表自己的州属出赛，把奖杯带回家！”

日本第一啤酒品牌Asahi Super Dry朝日啤酒的品牌形象向来象征着走在潮流尖端的生活方式，而飞镖运动正是最新的潮流，这也是Asahi Super Dry朝日啤酒 首次成为2014年MSDO飞镖大赛赞助商的原因。

马来西亚Carlsberg集团顶级品牌高级经理林建强表示：“Asahi Super Dry 朝日啤酒很荣幸成为这项活动的主要赞助商，因为我们很多顾客都是飞镖爱好者。我们希望借此与粉丝们擦出火花，我们也期待这项令人兴奋的活动！”

在记者会上，大馬i Darts 联同Asahi Super Dry朝日啤酒也展示出象征飞镖手荣誉的大赛奖杯。大馬i Darts 专业玩家、比赛高手及i Darts 玩家也在现场分享飞镖经验及表演他们的飞镖技巧。

关于Asahi Super Dry 朝日啤酒

Asahi 的意义是“冉冉升起的朝阳”，而加在名称中的“Super”（超级）形容词是为了更凸现其啤酒的清爽口感。Asahi Super Dry 朝日啤酒享有日本第一干啤酒、世界第一日本啤酒及世界成长得最迅速的亚洲高级啤酒的美誉。面世于1987年的Asahi Super Dry朝日啤酒以金属材料包装，创造出洁净、凉快及不带苦涩的清爽干啤酒风格。

关于大馬i Darts

i Darts 集团旗下的大馬i Darts是一个受全球承认推广飞镖运动的组织。大馬i Darts 在全国共有五家分行及超过50家联营分行，提供人们聚会、享乐及交流飞镖经验的社交场所。其由日本SEGA 制作的DARTSLIVE 2 飞镖机具备社交网络特性，其四个DARTSLIVE插槽允许玩家在分行现场或网络线上与世界各地的玩家一较高低。想知道有关更多大馬i Darts 的消息，请浏览 <http://www.dartslive.com/my/>。

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此新闻稿由马来西亚Carlsberg Brewery有限公司提供，供即时发布。更多详情，请联络：

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