

FOR IMMEDIATE RELEASE

Carlsberg celebrates Malaysian Open 2015 with the world's best "19th hole"

KUALA LUMPUR, 5 February 2015 – As a long-standing partner of the Maybank Malaysian Open, Carlsberg raised the bar this year by offering the world's best "19th hole", a uniquely Carlsberg experience at the hospitality area overseeing the 14th and 18th holes as well as the exhibition area at the Kuala Lumpur Golf and Country Club. Co-sanctioned by the Asian and European Tours, day one of the prestigious golf open marks the start of a memorable experience for golf enthusiasts, with Carlsberg adding its unique touch to one of the most-watched golfing events in the region.

Spectators and guests will get to enjoy a world-class golfing experience in style at the Carlsberg Beer Garden overlooking the 14th Hole. Purchases of ice-cold Carlsberg and Somersby brews will entitle fans to participate in a daily lucky draw, where winners can bring home a dozen TaylorMade golf balls. The lucky Grand Prize winner will even win a slot to play at one of the 40 preliminary legs of the 2015 Carlsberg Golf Classic!

Better yet, golf fans will have the chance to test their mettle against Carlsberg's 'Out of this World' Bunker Challenge, a copy of the renowned 2-metre tall bunker at the St Andrews golf course. A one-year subscription to ParGolf magazine awaits participants who manage to get their ball around the 'Bulls Eye' area, while those who make it past the qualifying rounds from Thursday to Saturday will each win 10 cartons of complimentary Carlsberg beer to celebrate their preliminary victory before the Final showdown on Sunday. The Grand Prize, a pair of Business Class tickets with VIP Hospitality to the Asian Tour PRO event in Thailand, will be awarded to the winner who sinks a hole-in-one on Sunday.

In addition, Carlsberg's involvement with the Maybank Malaysian Open also benefited aspiring pros SP Maniam and Muhamad Eddy Ismail, who won their rightful places on this prestigious stage by respectively emerging as Gross and Nett National Champions of last year's Carlsberg

Golf Classic. The duo competed in the ProAm of the Maybank Malaysian Open on Tuesday, 3 February 2015, where they teed off against some of the best golfers in the world, including two-time champion Thongchai Jaidee, last year's winner Lee Westwood, and not to mention big names in golf like Graeme McDowell, Paul McGinley and Miguel Jimenez to name a few.

S.P Maniam, who placed third in the ProAm tournament, said, "Carlsberg has always been a major player in the nation's golfing scene, with an even stronger presence in this year's MMO. It is good to have Carlsberg contributing to the development of golf in Malaysia, as they even create the space for amateurs such as myself to rise up the rankings."

Henrik Juel Andersen, Managing Director of Carlsberg Malaysia, said, "This is a great start to the Maybank Malaysian Open. The pros are here in force and the fans could not be more excited to be here at this international golfing event. In addition to being the longest-running supporter of the Malaysian Open, Carlsberg's involvement with Malaysian golf is built on decades of support for the nation's longest running amateur series, the Carlsberg Golf Classic. While the Carlsberg Golf Classic supports the advancement of the sport at a grassroots level, the international scale of the Maybank Malaysian Open continues to position Malaysia as one of the top destinations for pro golfers and fans around the world and serves to further enhance Carlsberg's reputation as the golfers' beer of choice."

As a responsible brewer, Carlsberg Malaysia places great emphasis on the safety of its consumers. A 'Drink Responsibly' activation kiosk will be set up on Thursday, Saturday and Sunday from 1-5pm to raise awareness on responsible drinking, where guests will get a chance to ride the Carlsberg's Bier Bike. Visitors simply need to take a selfie at the Carlsberg Beer Garden or with the Bier Bike, and upload the picture to their Facebook with the hashtag #CarlsbergMalaysia to receive a free pack of drinking water and breathalyser.

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