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**PRESS  
RELEASE**

## **Carlsberg bags Gold award for 6 consecutive years, Somersby scores 1<sup>st</sup> win at Putra Brand Awards 2015**

SHAH ALAM, August 25, 2015 – Carlsberg has, for the sixth year in a row, won the coveted gold at the prestigious Putra Brand Awards 2015. This award is a seal of recognition for Carlsberg, as the only beer brand that was first listed in the Putra Icon Brand Hall of Fame since 2013

Enlisted in the winning list for the first time, Somersby beats other cider brands to emerge as the preferred cider in the alcohol category with a much celebrated Bronze award.

“It was double the joy for Carlsberg Malaysia, clinching these two awards! Our flagship brand Carlsberg continues to sit on top of the winning list whilst our established premium brand Somersby cider outperformed other alcoholic beverages earning its spot for the first time. We humbly accept these accolades and promise to raise the bar by offering superior drinking experiences and providing innovative, progressive and engaging campaigns to our customers and consumers,” said Henrik Juel Andersen, Managing Director of Carlsberg Malaysia.

“Winning two Putra Brand Awards is a testament of Malaysian beer consumers’ love for Carlsberg, *probably the best world in the world*, and the growing popularity of Somersby cider, Malaysia’s leading brand in the cider category,” Henrik added.

Carlsberg has continued to tug the hearts of Malaysians with its recent “If Carlsberg did...” campaign, a theme that demonstrates what the ‘world’ would be like if it was as superior as Carlsberg beer. The campaign essentially brings out the essence of

Carlsberg's promise, where it always strives to enhance consumers' experience in everything it does.

The first video of "If Carlsberg did fitting rooms..." received overwhelming response on social media channels. Taking the campaign beyond the screen and bringing it to life in a way that engages consumers, shoppers who were carrying shopping bags were taken by surprise with a complimentary pint of *probably the best beer in the world* at participating outlets. Building on the excitement of the latest video, the 'If Carlsberg did meeting rooms' ad, the brand is now offering its consumers probably the *Best Job* in the world. Carlsberg is hiring two beer tasters who will play as Carlsberg ambassadors, enjoy ice-cold Carlsberg during work, and entertain their friends with *probably the best beer in the world...and for the 'hard work'*, the beer taster will earn RM10,000 in just 8 hours!

Somersby Cider, meanwhile, is rolling out its #ThatWeekendFeeling campaign that revolves around the combination of Food+Friends+Me+Somersby, which is the best recipe to achieve the weekend state of mind on any day of the week. Cider lovers will get the chance to enjoy attractive promotions and interesting activations in participating outlets.

Keen to apply for "Probably the Best Job in World"? Please check out [www.probablythebest.com.my](http://www.probablythebest.com.my). For consumers who would like to celebrate #ThatWeekendFeeling with your friends, please visit Facebook/SomersbyMY.

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### **About Carlsberg Malaysia**

Today, Carlsberg Malaysia manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider and other beverages are carried out by its subsidiaries Carlsberg Marketing Sdn Bhd, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base. The Carlsberg Malaysia Group also has a wide portfolio of leading international brands that include Kronenbourg 1664 and Kronenbourg 1664 Blanc, Asahi Super Dry, Somersby Cider, Danish Royal Stout, Connor's Stout Porter, SKOL, Corona Extra, Jolly Shandy and other third-party imported brands like Budweiser, Stella Artois, Becks, Fosters, Hoegaarden, Erdinger, Franziskaner, Tetley's Ale and Grimbergen.

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