

FOR IMMEDIATE RELEASE

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25,000 Bottles of FREE Somersby Apple Cider April Fool's? No! It's AppleFull!

SHAH ALAM, 1 April 2016 — No! You've seen it right! The country's fastest growing cider is giving away 25,000 bottles of Somersby Apple Cider in the month of April. April Fool's Day? Amateurs! We say goodbye to April Fool's Day and hello to a month long Somersby AppleFull!

The beloved cider pulled a mischievous stunt with an announcement on the Somersby Facebook page that the company is giving away a bottle of Somersby Apple Cider to anyone who showed up on 1 and 2 April at Bangsar, Publika, Pavillion, AEON Bandar Utama and AEON Bukit Tinggi supermarket. Suspicions were raised among the non-believers of an April Fool's joke in the making.

Guess what? According to Somersby, it's real and the month long Somersby AppleFull will now take place at selected AEON and Tesco outlets.

"Somersby Cider has continued to captivate the hearts of Malaysians with its natural fruity flavour that is both refreshing and crisp. Perfect crowd-pleaser with its refreshing, crisp natural taste that is also an ideal partner to uplift consumer spirits! Grab your friends and enjoy #ThatWeekendFeeling with a FREE Somersby Apple Cider in the month of AppleFull!" said Juliet Yap, Marketing Director of Carlsberg Malaysia.

For more information on Somersby Cider, please visit www.facebook.com/SomersbyMY

About Somersby Cider

Somersby, the fastest growing cider in Malaysia, is a refreshing alcoholic drink made from fermented fruit juices and natural fruit flavouring. Best served over ice, with 4.5% alcohol, Somersby Cider is sweet and refreshing with no beer after-taste. It is an easy-drinking alternative to beer with sparkling bubbles, making it the perfect alcoholic beverage to enjoy at any moment of the day, Somersby Cider is available in Apple and Pear flavours.

For further enquiries, please contact:

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my .

供即时发布

赠送 25,000 瓶 Somersby 苹果酒 愚人节？不，这四月份是满满的 Somersby AppleFull 活动！

（莎亚南 1 日讯）对！您没看错！国内苹果酒类成长最快的 Somersby 在四月份免费赠送 25,000 瓶 Somersby 苹果酒予大众。这不是愚人节的伎俩！让我们挥手道别四月愚人节，以喜悦之心迎接四月份的 Somersby AppleFull 活动，让清新爽口的苹果酒填满您的四月份！

在四月 1 日和 2 日，备受大家喜爱的 Somersby 苹果酒在官方面子书发布了让人振奋的消息。凡在 Bangsar, Publika, Pavilion, AEON Bandar Utama 和 AEON Bukit Tinggi 超级市场特定的活动地点，每人将能够领取一瓶免费的 Somersby 苹果酒。这消息吸引了众人的好奇心，纷纷由不同的管道确定这消息是否是愚人节的玩笑。

千真万确，这不是愚人节的伎俩。活动当天于每一个活动地点都吸引了长长的人龙排队领取免费的 Somersby，与 Somersby 一起度过清爽愉快的周末。

马来西亚市场总监叶驊涵如此表示，“Somersby 苹果酒拥有自身的天然果香味道，既清新又爽口，一直是马来西亚人的最爱。其完美清爽的口感和天然的口味成功取悦了的大众的味蕾，成为大众的理想首选苹果酒！别再犹豫，在这四月份满满的 Somersby AppleFull 活动里，赶快与您的亲朋戚友，参与这项活动，与 Somersby 一起享受 #ThatWeekendFeeling!”

Somersby 苹果酒将继续于这四月份里的每一个周末，在不同的热门地点以及特定的 Aeon 和 Tesco 赠送 Somersby 苹果酒，与大家一起享受为期一个月满满的 Somersby AppleFull 活动。

欲知更多有关 Somersby 苹果酒的资讯及活动地点，请浏览 www.facebook.com/SomersbyMY

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