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Fun day at Probably The Best Golf Tournament

48-year-old Jimmy Chia rides hot putter to crown Carlsberg Golf Classic championship title at home turf

Shah Alam, 6 December 2017 – Acclaimed as the country’s largest and longest running amateur golf series in Malaysia, the Carlsberg Golf Classic 2017 saw approximately 125 golfers battling out at its national finals held at the award-winning Kota Permai Golf & Country Club. Over the course of four months, 32 competitive yet fun qualifying legs were successfully held across Carlsberg Malaysia’s affiliated golf clubs across Peninsular and East Malaysia.

Jimmy Chia, a member of Kota Permai Golf & Country Club and Tropicana Golf & Country Club emerged as Champion of the gross category whilst Yap Chin Tong from Tropicana Golf & Country Club and several other golf clubs in the Central region won the Nett Champion title.

Jimmy Chia with handicap zero emerged as the champion of the Gross category scoring an astounding 71. Jimmy has participated in almost all the tournaments of Carlsberg Golf Classic over the last 15 years, first time taking home victory at the amateur golf tournament. 56-year-old Yap Chin Tong with handicap six claimed championship for the Nett category with a score of 68 on count back. Both Jimmy Chia and Yap Chin Tong soared up the Carlsberg Golf Classic 2017 leaderboard, winning a Sharp 60” LED TV each.

“Living up to our brand promise of delivering *Probably The Best* experience, we injected a twist of fun into the competitive game by offering even more exciting prizes and fun activities. Besides, we also made our brews – Carlsberg, *Probably the Best Beer in the World* and Carlsberg Smooth Draught, *Probably the Smoothest Beer in the World* available for golfers to sample on the green. To golfers who value competitive-golfing as much as fun-golfing, they would agree with me that Carlsberg Golf Classic is *Probably the Best Golf Tournament ever!*”, Lars Lehmann, Managing Director of Carlsberg Malaysia said during the prize presentation ceremony.

“I hope you like the little surprises like *Probably The Best Locker Room* which we’ve specially arranged where you can get a personalised golf shirt, a dedicated locker complete with two pints of Carlsberg and Carlsberg Smooth Draught as well as *Probably The Best Changing Room* where you can quench your thirst with the constant flow of our brews from the chiller in the changing room, at the half way huts and during crossover!”, Lehmann added.

The golf tourney also arranged fun activities like ‘Chipping Contest’ and offered shoulder and neck massage at the half way hut. Non-competitive golfers took up some fun challenges such as ‘Lucky Pick’, ‘Nearest to the Pin’, ‘Nearest to the Bottle’, ‘Best Group Picture’ and ‘Spot the Carlsberg Smooth Draught Cans’.

Winners of fun challenges brought home amazing prizes such as Mercedes Benz Driving Experience ticket for 2018, Sharp 50” LED TV, TaylorMade Backpack, TaylorMade Burner Soft Golf Balls, TaylorMade TP Wedge, Carlsberg Smooth Draught, Adidas Pouch, Adidas Ball Marker Belt, Lala Chong Restaurant’s dining vouchers, dine-in vouchers by Saujana Hotels and Resort and Kota Permai Golf & Country Club, and other fabulous prizes.

More than RM700,000 worth of prizes and goodies were up for grabs at the Carlsberg Golf Classic 2017 National Final. Four Hole-in-One luxury prizes such as a Mercedes-Benz C350, a Mercedes-Benz C200, a Sharp 70” LED TV and an Ogawa Masterdrive massage chair were up for grabs, however, no one made an ace at the finals. The top five Gross and Nett Winners scooped up a Sharp 50” LED TV, Ogawa Mobile Seat NE Plus Massage Cushion, a TaylorMade M2 Wood, a TaylorMade Purelite Stand Bag and a Mercedes Golf Bag.

The official partners of Carlsberg Golf Classic 2017 are Mercedes-Benz, Sharp, Ogawa, Taylormade, Cutter and Buck, Titoni, Saujana Hotels and Resorts, Gatorade, Jura, Wonda, Sunplay, ParGolf and Lala Chong Seafood Restaurant.

About the Carlsberg brand

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg’s founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

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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 Blanc, Somersby, Asahi Super Dry, Connor’s Stout Porter 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.

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堪称最佳高尔夫球赛全场欢腾

主场 48 岁的谢继裕技高一筹勇夺 Carlsberg Golf Classic 高尔夫球赛冠军

莎阿南6日讯 – 被冠为马来西亚国内最大型及最悠久业余高尔夫球赛的2017年Carlsberg Golf Classic 高尔夫球赛，经历四个月共32轮在大马半岛和东马Carlsberg附属高尔夫俱乐部举行的初赛角逐之后，终于有125名球手脱颖而出，成功进入Kota Permai高尔夫乡村俱乐部举行的终极决赛一较高低，争夺冠军。

身为Kota Permai高尔夫乡村俱乐部及Tropicana高尔夫乡村俱乐部会员的谢继裕，一举夺下总杆冠军，而身为Tropicana高尔夫乡村俱乐部会员的叶进堂，则拿下了净杆冠军。零让杆差点的谢继裕打出了71杆的好成绩，勇夺总杆冠军宝座。谢继裕在过去15年多以来，几乎不曾缺席Carlsberg Golf Classic高尔夫球赛，但这是他第一次称雄这项业余高尔夫球赛。现年56岁，6让杆差点的叶进堂，则以倒算法68杆夺得了净杆冠军。谢继裕和叶进堂双双高居2017年Carlsberg Golf Classic 高尔夫球赛领先榜，各赢得了一台Sharp 60” LED 电视。

马来西亚Carlsberg集团董事经理雷盟在颁奖礼上说：“为了让赛会增添欢乐元素，我们添设多项趣味节目和丰富奖品，以行动落实了品牌创造**堪称最佳体验**的宗旨。此外，参赛球手在比赛之余，也可在赛场上品尝到**堪称世界最佳啤酒**的Carlsberg啤酒以及**堪称全球最顺啤酒**的Carlsberg顺啤。相信重视比赛和欢乐兼具的球手们，都会认同我的看法，Carlsberg Golf Classic 高尔夫球赛确实是史无前例，堪称最佳高尔夫球赛！”

他补充说：“我也希望你们会喜欢特别为你们安排的小惊喜，在**堪称最佳更衣室**里放置设印有名字的球服，而橱柜里还有两瓶Carlsberg啤酒及Carlsberg顺啤。此外，在更衣室中的冷藏格也备有冰爽啤酒，让球手们可以解渴，这**堪称最佳更衣室**！”

为了增添全国决赛的趣味，主办方也在球道休息亭添设了‘短打比赛’（Chipping Contest）及提供肩颈按摩。非参赛者则可以参加趣味挑战，如幸运抽奖（Lucky Pick）、最贴近旗杆（Nearest to the Pin）、最贴近酒瓶（Nearest to the Bottle）、最佳团体照（Best Group Picture）以及寻找 Carlsberg 顺啤罐（Spot the Carlsberg Smooth Draught Cans）。

趣味挑战的优胜者可以赢取丰富奖品，包括获得 2018 年 Mercedes Benz 驾驶体验营资格、一台 Sharp 50” LED 电视、TaylorMade 背包、TaylorMade Burner Soft 高尔夫球、TaylorMade TP 球杆、Carlsberg 顺啤、Adidas 小袋包、Adidas 高球标口夹带、Lala Chong 餐厅餐券、绍嘉娜酒店度假村及 Kota Permai 高尔夫乡村俱乐部堂食餐券等丰富奖品。

2017 年 Carlsberg Golf Classic 高尔夫球赛全国总决赛共设总值超过 RM700,000 奖品和礼品供赢取。四份一杆进洞豪华大奖包括一辆 Mercedes-Benz C350 轿车、一辆 Mercedes-Benz C200 轿车、一台 Sharp 70” LED 电视及一部 Ogawa Masterdrive 按摩椅，不过，并没有选手在决赛中成功挑战一杆进洞。五位总杆及净杆优胜者各赢取了一台 Sharp 50” LED 电视、一部 Ogawa Mobile Seat NE Plus 按摩沙发、一套 TaylorMade M2 球杆、一个 TaylorMade Purelite 支架袋及一个 Mercedes 球袋。

2017 年 Carlsberg Golf Classic 高尔夫球赛的官方伙伴有 Mercedes-Benz、Sharp、Ogawa、Taylormade、Cutter and Buck、Titoni、绍嘉娜酒店度假村、Gatorade、Jura、Wonda、Sunplay、ParGolf 及 Lala Chong 海鲜餐厅。

关于 Carlsberg 品牌

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，并且在过去 25 年，它一直是利物浦球会的官方啤酒，亦是 5 支主要国家队的赞助，包括英国国家队。

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成立于 1969 年并在大马交易所上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情, 请浏览 www.carlsbergmalaysia.com.my