

FOR IMMEDIATE RELEASE

Press Statement 28/2018

21 September 2018

Page 1 of 4

Two Golfers Ace Hole-in-ones at Probably The Best Golf Tournament

Carlsberg Golf Classic celebrates two hole-in-ones in A’Famosa and Kelab Rahman Putra on its 25th anniversary

Shah Alam, 21 September 2018 – In the world of golf, the odds of the average golfer making an ace are probably 12,000 to 1*. However, players found the odds tipped in their favour on the greens of the Carlsberg Golf Classic (CGC) where two amateurs scored hole-in-ones during two separate qualifying legs. It was probably the best golf tournament with the highest number of hole-in-one over two consecutive weekends!

The hole-in-one winners were James Goo Chien Huey, 53, playing at A’Famosa Golf & Country Club and Choo Kim Sun, an employee of Carlsberg Malaysia who hosted trade partners at the Kelab Rahman Putra qualifying leg. Each won a Master Series Chronometer luxury timepiece from Titoni worth RM15,000 for their lucky shots, which were both on Par 3 holes.

Commenting on his windfall, Goo, who has a handicap of 16, said, “This was the first time in my 20-over years of playing to score an ace. I’m glad that it happened at CGC this year – the relaxed gameplay allowed me to enjoy my game with no rush. Of course, it helped that I got to enjoy beer on the course!”

Second hole-in-one winner Choo added, “Sinking a hole-in-one is a once-in-a-lifetime experience for most golfers, and as a casual golfer I was really surprised to do so. I’m hoping that we’ll continue this lucky streak during the national finals on the 25th of October to see a winner of the biggest hole-in-one prizes on record for CGC, namely the Mercedes Benz E-class & C-class luxury sedans!”

In conjunction with its 25th anniversary, CGC has upped the ante to reward participants with more attractive prizes, lucky draws, and novelty prizes worth a whopping RM 2.6 million this year. Prizes up for grabs include premium timepieces from Titoni, Ogawa massage cushions, TaylorMade drivers, putters and golf bags, as well as VIP passes to *Probably The Best Brewery Tour* at Carlsberg Malaysia’s brewery in Shah Alam brewery worth RM100 each.

So far, the CGC tour has completed 27 qualifying legs since July from the northern states of Kedah and Penang through the central region of Selangor and Kuala Lumpur and down to the southern states of Johor and Melaka. Across the South China Sea, Kota Kinabalu, Tawau, Sandakan, Bintulu, and Sibu have also played host to the CGC’s qualifying legs.

S.P. Maniam, 6-handicapper, MIGA Masters organising committee chairman and gross champion at the Tropicana Golf & Country Club qualifying leg, praised the tournament, saying, "I always look forward to playing at the Carlsberg Golf Classic every year. It is prestigious, competitive, and always gives me a great sense of achievement."

Wong Khang Wei, nett winner at TPC Kuala Lumpur's qualifying leg enthused, "I was pleasantly surprised to be the nett winner as the course was rather challenging, especially with my triple bogey on the par-5 6th hole. However, I was lucky to get three birdies in and six or seven holes on par. Overall, I enjoyed the great course, playing a great game, meeting new friends, and drinking great beer!"

Throughout the month of August and September, Carlsberg is giving away a limited-edition Carlsberg golf cap for every purchase of two buckets of Carlsberg Smooth Draught at participating golf clubs nationwide.

Golfers can also stand to win Titoni timepieces, cartons of Carlsberg Smooth Draught and passes to visit *Probably The Best Lounge* simply by snapping their most creative picture with Carlsberg or Carlsberg Smooth Draught products at any golf club and uploading it to Facebook or Instagram with the hashtags *#carlsberggolfclassic* and *#probablythebest* and their most creative caption. The next winners will be announced on 1 October 2018.

The official partners of the Carlsberg Golf Classic 2018 are Mercedes Benz, Cutter & Buck, TaylorMade, Ogawa, Titoni, Mars Whisky, Saujana Hotels & Resorts, Sunplay, Gatorade, and ParGolf. For the full tournament schedule and updates, visit www.probablythebest.com.my or www.facebook.com/CarlsbergMY.

**<https://www.pga.com/news/golf-buzz/odds-hole-in-one-albatross-condor>*

For further enquiries, please contact:

Koh Kian Mei, Senior Brand Manager	DL: 03-5522 6340	kianmei.koh@carlsberg.asia
Darren Boo, Marketing Activation Executive	DL: 03-5522 6373	darren.ks.boo@carlsberg.asia
Ezra Low, Corporate Comms & CSR Manager	DL: 03-5522 6431	ezra.yy.low@carlsberg.asia

Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investments 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 with business managed sustainably. Find out more at www.carlsbergmalaysia.com.my.

供即时发布

新闻稿 28/2018
2018 9 月 21 日

堪称最佳高尔夫球赛连出两位球手打出一杆进洞的成绩

分别在 A'Famosa 和 Kelab Rahman Putra 球场上产生的一杆进洞成绩，宛如欢庆 Carlsberg 经典高尔夫球赛 25 周年的贺礼

莎阿南 2018 年 9 月 21 日讯 – 在高尔夫球场上，球艺平平的球手要一杆进洞的确可遇不可求，它的机率几乎是 12,000 份之 1*，但这种机率却让 Carlsberg 经典高尔夫球赛 (CGC) 赛场上的两名业余球手给遇到了，他们在个别的初赛圈打入了一杆进洞。能够连续两个周末出现一杆进洞成绩，可谓自堪称最佳高尔夫球赛开办以来最多一杆进洞的一次比赛！

两位一杆进洞球手分别是 53 岁的吴乾卫，他在 A'Famosa 高尔夫球及乡村俱乐部参赛；另一位是周锦山，也是马来西亚 Carlsberg 集团的职员之一，他在 Kelab Rahman Putra 初赛圈打出这成绩。他们都是在三杆洞一杆进洞，而这幸运的一击，都为他们各自赢取了一只价值 RM15,000 的 Titoni 之 Master Series Chronometer 豪华手表。

差点为 16 的吴先生在谈及他的幸运一击时说：“我打高尔夫球 20 多年，这是第一次打入一杆进洞。而能够在今年的 Carlsberg 经典高尔夫球赛打出这成绩更是我的荣幸。在比赛过程中，我都保持轻松，尽情享受比赛，当然，在场上喝喝啤酒也有所帮助！”

第二位一杆进洞优胜者周先生也说：“对大部分高尔夫球手而言，一杆进洞确实是千载难逢的经验。身为一位休闲高尔夫球手，对自己这一击也感到无比惊喜。我希望在 10 月 25 日举行的决赛圈，我们还能继续获得幸运神的眷顾，成为是项赛会一杆进洞的最大赢家，从而赢取马赛地奔驰 E-class 及 C-class 的豪华房车！”

配合 Carlsberg 经典高尔夫球赛今年迎接 25 周年庆，本次赛会也重磅出击，添加丰富奖品、幸运抽奖及新奇挥杆奖等，总值高达 260 万令吉，重赏参赛者。其中奖品包括来自 Titoni 的精致手表、Ogawa 按摩椅、TaylorMade 发球杆、推杆及高尔夫球袋，还有每份价值 100 令吉的堪称最佳酒厂之旅贵宾券，以参观马来西亚 Carlsberg 集团设于莎阿南的酒厂。

由 7 月开赛至今，从北马的吉打和檳城，到中马的雪隆，至南马的柔佛与马六甲，一共完成了 27 场初赛圈比赛。跨越南中国海到亚庇、斗湖、山打根、民都鲁及诗巫，也进行了连场的初赛圈。

差点为 6 的 S.P. Maniam，也是马来西亚印度人高尔夫球协会大师赛筹委会主席，亦是 Tropicana 高尔夫球及乡村俱乐部初赛圈的总杆优胜者，他对赛会赞赏有加，并说：“我一直都期待可以参加每一年的 Carlsberg 经典高尔夫球赛。这项卓越的竞技比赛带给我成就感。”

TPC 吉隆坡初赛圈的净杆优胜者黄康玮兴奋地说：“尽管场上充满挑战，但我还可以脱颖而出成为净杆优胜者，个人而言简直惊喜连连，尤其是在五杆洞的第六洞打出了三搏忌。我也很幸运的在地六和第七洞，打出了三小鸟球。整体而言，我很享受这次的比赛，能结识新朋友，还可畅饮啤酒佳酿！”

在八与九月的两个月期间，凡在全国参与的高尔夫球俱乐部购买两桶 Carlsberg 顺啤，便可获得 Carlsberg 赠送限量版 Carlsberg 高尔夫球帽。

高尔夫球手在任何高尔夫球俱乐部与 Carlsberg 或 Carlsberg 顺啤合拍创意照，再上载至脸书或 Instagram，然后标签 [#carlsberggolfclassic](#) 和 [#probablythebest](#)，并写上创意说明，即有机会赢取 Titoni 手表、一箱箱的 Carlsberg 顺啤，以及到访堪称最佳酒廊的入场券。下一位得奖者将在 10 月 1 日公布。

2018 年 Carlsberg 经典高尔夫球赛的官方伙伴有马赛地奔驰、Cutter & Buck, TaylorMade, Ogawa, Titoni, Mars Whisky, 绍嘉娜酒店及度假村, Sunplay, Gatorade, 以及 ParGolf。关于比赛时间表和最新资讯，请浏览 www.probablythebest.com.my 或 www.facebook.com/CarlsbergMY。

**<https://www.pga.com/news/golf-buzz/odds-hole-in-one-albatross-condor>*

更多咨询, 请联络:

Koh Kian Mei 辜健婳
市场营销 高级经理

DL: 03 – 5522 6340

kianmei.koh@carlsberg.asia

Darren Boo 武建松
市场活动策划行政

DL: 03 – 5522 6373

darren.ks.boo@carlsberg.asia

Ezra Low 刘荣耀
企业传媒与社会责任经理

DL: 03 – 5522 6431

ezra.yy.low@carlsberg.asia

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 是世界上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