

FOR IMMEDIATE RELEASE

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Momentum peaks as Penang golfers POP great prizes at Carlsberg Golf Classic

RM2.6 million in prizes, brewery tour and great fun at Probably The Best Golf Tournament

Penang, 20 July 2019 – Malaysia’s leading amateur golf tournament, Carlsberg Golf Classic (CGC), teed off to a great start with golfers vying for the coveted title across 37 qualifying legs from 16th June to 14th September.

Offering more than RM2.6 million in sponsorship value, the country’s biggest and longest running golf event will be competed at 35 exclusive golf clubs nationwide, including Sabah and Sarawak.

This year, Carlsberg Golf Classic’s extended inclusion of three open legs to be held at Meru Valley Golf Club, Ipoh; Tropicana Golf and Country Resort, Petaling Jaya and Le Grandeur Palm Resort, Johor Bahru inviting non-members for the first time.

Attracting a bigger audience this year, CGC rounded up its seventh and eighth leg at Bukit Jawi Golf Resort and Kelab Sungai Petani respectively. It was all fun and excitement as players enjoyed ice-cold Carlsberg Smooth Draught, served up on the green, living up to the tagline of “Now You Can POP A Draught Anywhere!”

At Bukit Jawi Golf Resort, 51-year-old Lim Aik Peng clinched the spot as top nett winner, bringing him a step closer to the Finals. Having played golf for the past 20 years, it was a memorable game for Lim as he also scored a birdie on the green at his home club. “I’m really happy and surprised at the same time as it’s the first time I made it to nett champion after playing at CGC five times!”

The gross winner was 38-year-old businessman Lee Yoon Hong who has played at CGC three times to date. “Carlsberg Golf Classic is unique compared to other tournaments I’ve participated because of its fun and interactive games to win more prizes! Our flight played the POP challenge using the POP Cap from Carlsberg Smooth Draught to create the loudest POP sound by decibel too. It’s great to have these mini activities which other tournaments doesn’t have fun elements like these.”

Further up North, it was all smiles for 60-year-old Krishnan A/L Kannan who claimed the nett champion title at Kelab Sungai Petani. Krishnan, also a loyal fan of Carlsberg, looks forward to upcoming CGC tournaments every year as golf is his favourite sport.

“Carlsberg is the only beer company that organises a golf tournament in Malaysia. The prizes are superb and it’s the only tournament with fun games and serves fresh ice-cold beer during the tournament!”, said Kannan.

65-year-old golfer Chuah Tien Hun with handicap 6 scored gross winner at the qualifiers. Chuah got to know about CGC as he has been member of the club which has been hosting CGC for more than 20 years now. “As a golfer, I am glad to see how much support Carlsberg has brought to amplify the golfing industry in Malaysia for the past three decades. It’s truly unlike any other tournaments especially offering Carlsberg during the game!” he added.

Progressively raising the bar every year, Carlsberg Golf Classic proved to be “Probably The Best Golf Tournament” by taking the golfing experience to another level offering fun and engaging activities. The loudest POP! Challenge rewards flight with the highest decibel generated when popping a Carlsberg Smooth Draught. New this year is the Spin & Win offering participants a chance to win “Probably The Best Brewery Tour” at Carlsberg’s brewery in Shah Alam and other Carlsberg merchandise.

With 29 legs to go, golfers will be seen upping the ante for a chance to clinch one of the four hole-in-one prizes, consisting of a Mercedes A 200, Mercedes E 200, a Titoni Master Series Dual Time watch and an Ogawa Masterdrive Massage Chair at the national finals in November.

The tournament schedule and list of participating golf clubs are available on www.facebook.com/CarlsbergMY.

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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檳城高球手在 Carlsberg 经典高尔夫球赛中 POP 得满堂彩激起了高涨赛情

堪称最佳高尔夫球赛奖项总值 RM260 万，还有啤酒厂之旅及满满的欢乐

檳城 20 日讯 – 马来西亚首屈一指的业余高尔夫球赛，Carlsberg 经典高尔夫球赛(CGC)的 37 场初赛已经于 6 月 16 日掀开战幕，而战火将延续至 9 月 14 日，让来自全马的各路高手一起逐鹿中原，争夺桂冠。

奖项总值超过 RM260 万，是国内最具规模又最悠久的这项高尔夫球赛，编排在全国，包括坐落在沙巴与砂拉越的 35 个高尔夫俱乐部进行初赛圈，让球手争夺出线资格。

本届 Carlsberg 经典高尔夫球赛也加增三场公开赛，分别在怡保 Meru Valley 高尔夫球俱乐部、八打灵再也 Tropicana 高尔夫及乡村俱乐部及新山 Le Grandeur Palm 度假村举行，首次开放给非会员参赛。

成功吸引庞大观众的本届赛事，已在武吉爪夷高尔夫球度假村及双溪大年俱乐部分别顺利完成了第七与第八场初赛。此两场比赛充满了欢乐与激情，球手亦边比赛边享受冰爽的 Carlsberg 顺啤，这恰如其品牌口号“随时随地 POP 开顺啤!”

现年 51 岁的 Lim Aik Peng 在武吉爪夷高尔夫球度假村的比赛中脱颖而出，在净杆榜独占鳌头，让他向决赛跨进一大步。对于已有 20 年球龄的这位球手而言，这就是一场难忘的比赛，他竟能在主场打出了一个”小鸟”球。“这确实是一场惊喜。我参加了五届 Carlsberg 经典高尔夫球赛，这是第一次成为净杆冠军!”

已参加了三届 Carlsberg 经典高尔夫球赛的 38 岁商人李延鸿，则拿下了总杆冠军宝座。“Carlsberg 经典高尔夫球赛是我所参加过的比赛当中，最独特的一项比赛，它不但充满了乐趣，而且还可通过互动游戏赢更多奖品! 我们接受 POP 挑战，比赛拉 Carlsberg 顺啤的 POP 瓶盖，POP 声分贝最高的成为赢家。我参加的其他比赛，都没有这些趣味的小玩意!”。

在双溪大年，今年已届 60 的 Krishnan A/L Kannan 成为了双溪大年俱乐部赛场的净杆冠军。热爱高球的 Krishnan 亦是 Carlsberg 的忠诚粉丝，他也锁定了来年的 Carlsberg 经典高尔夫球赛。“Carlsberg 是马来西亚唯一主办高球赛的啤酒公司，不仅奖品超棒，也是唯一穿插趣味游戏的比赛，而且比赛时还款待清爽冰凉的啤酒!”

高龄 65 岁的球手蔡耀坤以差点 6 杆值成为初赛总杆冠军。由于他所属的俱乐部已经主办 Carlsberg 经典高尔夫球赛超过 20 年历史，因此，他熟知此项比赛。他补充说：“身为热爱高球者，我很高兴 Carlsberg 在过去三十年来为我国的高尔夫球领域作出了巨大贡献。这项比赛也的确与众不同，它在比赛过程中穿插了趣味游戏！”

Carlsberg 经典高尔夫球赛水平逐年提升，开拓了高尔夫球运动和互动体验的新层次，亦不负它被冠为“堪称最佳高尔夫球赛”的盛名。至于最高分贝 POP! 声挑战，只要在 POP 开 Carlsberg 顺啤时，拉出最高分贝声量，即可获得奖赏。此外，今年赛会还增添了即转即赢游戏，让参赛者有机会赢取一趟“堪称最佳啤酒厂之旅”，参观位于莎阿南的 Carlsberg 酒厂和赢取其他 Carlsberg 周边商品。

待其余 29 场初赛完毕，晋级球手们即有机会于 11 月举行全国决赛中，赢取一杆进洞的奖品，当中包括一辆 Mercedes A 200、Mercedes E 200、一只 Titoni Master 系列双时区手表及一张 Ogawa Masterdrive 按摩椅。

关于比赛赛程表及参与的高尔夫球俱乐部，请浏览 www.facebook.com/CarlsbergMY。

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