



GREENING THE ENVIRONMENT, SAVING THE EARTH
Carlsberg Malaysia launches 3Rs – Reduce, Reuse, Recycle

SHAH ALAM, 25th March 2010 – For the third consecutive year, Carlsberg Malaysia will be participating in the Earth Hour campaign 2010, by switching off all non-essential lights and commercial signage at its brewery in Shah Alam and 12 sales depots nationwide. This light off action will last for an hour from 8.30pm to 9.30pm on Saturday, March 27.

Carlsberg Malaysia has been very committed in running its operations in an environmental sound and socially responsible manner. It was the first brewery in Malaysia which participated in the Earth Hour campaign in 2008, and one of the fourteen breweries in the Carlsberg Group of companies worldwide who supported the project last year. In two years, the Brewer recorded an energy reduction of up to a total of 2,951kWh.

“In line with the Company’s Winning Behaviour – ‘We are engaged with Society’, we are committed and have been monitoring our business operations, to ensure that it is aligned with the Carlsberg Group’s Global Environmental Policy and comply with the local environmental legislation. We are proud to have achieved a reduction of energy usage by almost 15 per cent and 13% reduction in water usage in 2009 in our brewery operations. Continuous efforts are being made to increase efficiencies and reduce this usage even more,” Soren Ravn, Managing Director of Carlsberg Malaysia commented.

To encourage its employees to support the campaign, Carlsberg Malaysia launched an internal campaign called ‘*Greening the Environment, Saving the Earth*’ that engages its staff to practice 3Rs – Reduce, Reuse & Recycle at the workplace. Part of the campaign’s activities are that the Brewery would provide sets of recycle bins for its head office for staff to dispose the recyclable papers, aluminum & plastic and glass items in a more environmental friendly manner. Recyclable items collected in the bins will be sold by a recycle body in Puchong, Selangor named ‘Community, Recycle, Charity Association (CRC) Malaysia.

Proceeds collected from the sales of recycled items will be donated to charitable homes by the CRC. It is Carlsberg Malaysia's way of turning recycling into a charitable cause – '*Recycle for Charity*'.

“This year, the Company increased recycle bins for easy accessibility, organized several activities for staff and generated higher awareness via publicity in the corporate website, intranet and other communication means to encourage stakeholders to take part in the Earth Hour campaign. By doing so, we believe that staff of Carlsberg Malaysia will walk the talk in supporting the environmental conservation activities as their efforts should not be limited to only one hour on March 27, but a continuous effort and will be always conscious about the importance of practicing 3Rs – Reduce, Reuse & Recycle at workplace,” Ravn shared.

For more info, please visit www.carlsbergmalaysia.com.my

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