

Press release 1/2010

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Establishment of American Depository Receipt program (ADR)

Carlsberg has today established a sponsored level 1 ADR-program in the United States. The ADR-program will be a supplement to Carlsberg's listing on NASDAQ OMX Copenhagen. The ADRs will be trading over-the-counter in the United States market under the symbol "CABGY".

Carlsberg's Deputy CEO and CFO Jørn P. Jensen says "Carlsberg has for many years had a sizeable shareholder base in the U.S. and we believe the establishment of the ADR program will be a valuable service for our existing and potential new U.S. shareholders".

Carlsberg has appointed BNY Mellon as the depository bank for the program.

Additional information at:

<http://www.carlsberggroup.com/Investor/Shares/Pages/ADRProgram.aspx>

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The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. The flagship brand – Carlsberg – is one of the best-known beer brands in the world and the Baltika, Carlsberg and Tuborg brands are among the six biggest beer brands in Europe. More than 43,000 people work for the Carlsberg Group, and its products are sold in more than 150 markets. In 2009 the Carlsberg Group sold more than 135 million hectolitres of beer, which is about 114 million bottles of beer a day

Find out more at www.carlsberggroup.com.