

**Press release 14/2009**

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Page 1 of 1

## Carlsberg and Liverpool Football Club Announcement

Carlsberg and Liverpool FC today confirmed that Carlsberg will not renew their contract of the club's shirt sponsorship when the current deal ends in July 2010. However, Carlsberg and Liverpool FC intend to maintain their close working relationship in the future through different partnerships.

Carlsberg began their sponsorship of Liverpool FC in 1992. It is widely regarded as one of the most successful and mutually respectful partnerships in football, which has created fantastic goodwill and support among all parties. Carlsberg and Liverpool FC have conducted very fair and amicable discussions over the past six months, but were not able to agree on renewal terms for the contract.

Carlsberg remains highly involved in International and English Football where the company recently agreed a further four-year sponsorship deal with the Football Association (FA) which includes the English National football team, the FA Cup and Wembley Stadium.

Jørgen Buhl Rasmussen, President & CEO of the Carlsberg Group said: "We have had a long, successful and rewarding relationship with Liverpool FC. However, we have weighed up the options surrounding the contract and have come to the decision not to renew our shirt sponsorship. We hope together with Liverpool to find alternative ways to continue our partnership and cooperation."

Keld Strudahl, Carlsberg International Marketing Director, said: "Carlsberg has an excellent relationship with the club. We wish them the best of luck with their new shirt sponsor and we look forward to maintaining a relationship with them in the future. We are an important part of international and English football, and our recent sponsorship deal with the Football Association demonstrates our commitment to the sport."

Christian Purslow, Managing Director of Liverpool FC commented: "We are grateful to Carlsberg for their support over the past 17 years. We enjoy an excellent working relationship and are in discussions with our colleagues at Carlsberg to continue that through different types of partnerships."

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The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and soft drinks brands. Its flagship brand – Carlsberg – is one of the fastest growing and best-known beer brands in the world. More than 45,000 people work for the Carlsberg Group, and its products are sold in more than 150 markets. In 2008 the Carlsberg Group sold more than 125 million hectolitres of beer, which is about 103 million bottles of beer a day.

Find out more at [www.carlsberggroup.com](http://www.carlsberggroup.com).