

NEW CEO IN CARLSBERG ITALIA

Claudio Riva, CEO of Carlsberg Italia, will leave Carlsberg as of today. He is replaced by Boguslaw Bartczak, VP Business Development, Western Europe, who will take the position as acting CEO of Carlsberg Italy until a successor has been appointed.

Claudio Riva was appointed CEO of Carlsberg Italia in November 2003 coming from a position as Sales Director in Italy of Parmalat.

Alex Myers, SVP Western Europe: "The last three years have been tough in Carlsberg Italia. Things are improving, but there is still some way to go. I would like to thank Claudio Riva for his contribution in leading the company in this difficult period. And then I would like to welcome Boguslaw Bartczak to Carlsberg Italia. Boguslaw Bartczak has strong skills within logistics, supply chain and organizational structures. Coupled with his experiences from other Carlsberg companies, I am confident that he has the right profile to handle the future challenges in Carlsberg Italia very well."

Boguslaw Bartczak started in Carlsberg Polska as Vice President of Operations and Logistics in 2001, coming from a position as CEO of a large aluminium smelting and processing company in Poland. He was later appointed CEO of Carlsberg Serbia. In February 2006 he was appointed VP Business Development, Western Europe. From this position he has been supporting the Carlsberg operations in the UK, Germany, Switzerland, Italy and Portugal with focus on new business opportunities, operations and bottom-line performance.

Contacts:

Media Relations:	Jens Peter Skaarup	+45 3327 1417
Investor Relations:	Mikael Bo Larsen	+45 3327 1223

Carlsberg is one of the leading brewing 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 30,000 people work for Carlsberg at 92 local production sites in 48 countries, and its products are sold in more than 150 markets. In 2005 Carlsberg sold more than 100 million hectolitres of beer, which is about 83 million bottles of beer a day.

Find out more at www.carlsberg.com/info.