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Carlsberg sells Braunschweig Brewery in Germany

Carlsberg Deutschland has announced the sale of the brewery in Braunschweig to Oettinger Brauerei GmbH effective as of 1 August 2009. Oettinger acquires the brewery with all production employees (approximately 150), all related assets as well as a number of discount and private label brands.

The sale is part of the continuous optimisation of Carlsberg's European brewery network structure. The sale is also part of Carlsberg Deutschland's strategy to increase focus on the more profitable core brand business.

Both parties have agreed not to disclose the sales price. The deal depends on approval from relevant authorities.

The Braunschweig brewery was founded in 1871. In 1976, it was taken over by Holsten Group which became part of the Carlsberg Group in 2004.

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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 120 million hectolitres of beer, which is about 100 million bottles of beer a day.

Find out more at www.carlsberggroup.com.