

Press release 9/2010

31 August 2010

Page 1 of 1

Feldschlösschen to concentrate beer production in Rheinfelden

Feldschlösschen, Carlsberg Group's company in Switzerland, will concentrate its production of beer for the Swiss market in its main brewery in Rheinfelden. Production in the brewery in Fribourg will close down by June 2011.

This move is part of the ongoing optimisation of the production network in the Carlsberg Group. Volume is being transferred from Switzerland to the brewery in Obernai in France, which became part of the Carlsberg Group following the acquisition of Brasseries Kronenbourg in 2008. During the last years, Feldschlösschen in Switzerland has been producing below its capacity. With volume moving to France, overcapacity will become even more significant. Consequently, Feldschlösschen has decided to close the brewery in Fribourg and concentrate production in Rheinfelden.

All 75 affected employees in Fribourg will either be offered alternative employment within Feldschlösschen or will retire.

The micro brewery Valaisanne in Sion, which has 10 employees, will be unaffected. Feldschlösschen will now begin discussion with the City of Fribourg about the future use of the brewery site in central Fribourg.

Contacts:**Media Relations:** Jens Bekke, +45 3327 1412**Investor Relations:** Peter Kondrup, +45 3327 1221

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 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 40 billion bottles of beer annually.

Find out more at www.carlsberggroup.com.