

PRESS RELEASE
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New CEO of Carlsberg UK

Isaac Sheps, 59, CEO of Carlsberg South East Europe, has been appointed CEO of Carlsberg UK with effect from 20 October 2008. He replaces Doug Clydesdale who will leave the Carlsberg Group after eleven years at Carlsberg UK, three of which as CEO.

Carlsberg UK has clearly demonstrated good improvements over the past years, and now is an appropriate time for change in leadership to further maximise earnings in a very challenging market.

Since March 2007 Isaac Sheps has headed a very successful development of Carlsberg South East Europe, the umbrella organisation of Carlsberg's activities in Bulgaria, Croatia, Hungary, Slovenia, Serbia, Bosnia & Herzegovina and Montenegro. Together with his new position in the UK Isaac Sheps will keep his job at Carlsberg South East Europe until the end of this year.

President & CEO of the Carlsberg Group, Jørgen Buhl Rasmussen, commented:

"Carlsberg UK has clearly demonstrated good improvements and I would like to thank Doug Clydesdale for his significant contribution over the years. He leaves the business with our best wishes for the future. We are now entering a new phase of development and the ambition is to bring the UK's earnings closer in line with Carlsberg's targets for Western Europe. Given his track record at Carlsberg South East Europe based on his leadership skills, his readiness to challenge status quo and his ability to lead from the front, we are convinced that Isaac Sheps is the right man to take Carlsberg UK to the next level."

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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 40,000 people work for Carlsberg Group, and its products are sold in more than 150 markets. In 2007 Carlsberg Group sold more than 115 million hectolitres of beer, which is about 95 million bottles of beer a day. Find out more at www.carlsberggroup.com.