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Carlsberg Deutschland strengthens its distribution network

Carlsberg Deutschland's wholesale unit Göttsche Getränke GmbH and Nordmann Group have formed an alliance to create the biggest beverage distributor in Northern Germany. A new joint venture by the name Nordic GmbH will be set up owned 50/50 by Carlsberg Deutschland and Nordmann Group, respectively.

Nordmann is today one of the largest beverage wholesalers in Germany and No. 1 in Northern Germany. Göttsche and Nordmann complement each other very well geographically within Schleswig-Holstein, Mecklenburg-Vorpommern, Niedersachsen and Bremen – an area with a total population of more than 13 million.

The new company, Nordic GmbH, will get an annual turnover in excess of EUR 400m and have around 700 people employed.

Nordic GmbH will be the distributor of all Carlsberg Deutschland brands, such as Carlsberg, Duckstein, Holsten, Astra and Lübz. The alliance with Nordmann is expected to increase sales and reduce costs, as Carlsberg Deutschland's brands will now also be sold through current Nordmann's outlets – mainly in On Trade (restaurants and bars).

The joint venture is subject to approval by the German anti-trust commission.

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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.