



Copenhagen Stock Exchange

19 January 2007
Announcement No. 01 – 2007
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Carlsberg Danmark and PARKEN Sport & Entertainment extend commercial partnership agreement

Carlsberg Danmark and PARKEN Sport & Entertainment have today agreed to extend their commercial partnership agreement with 5 years until the end of June 2012.

Press release is enclosed.

PARKEN Sport & Entertainment A/S

Flemming Østergaard
Chairman

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Press release

Carlsberg og F.C. København sign new agreement

Carlsberg Danmark have today extended their sponsor contract with F.C. Copenhagen for five more years. The current contract is due to expire on the 1. July 2007 and the new five year deal will insure that Carlsberg's name will be worn on F.C. Copenhagen's shirts through to the summer of 2012.

- We are extremely happy that we will continue our good cooperation with F.C. Copenhagen who both on the sporting and business sides are continuing to expand. Carlsberg have football as a big priority, both here in Denmark and through various other sponsorships in the rest of the world, and F.C. Copenhagen have proved to be fantastic ambassadors for "Football-Denmark – says Marketing Director Morten Hjort, Carlsberg Danmark.

- We have through the last seven years developed a special relationship with Carlsberg, and we are therefore very glad that we can today present a new 5 year deal, that will insure that Carlsberg and F.C. Copenhagen are together until 2012. Carlsberg is a Danish and International brand, that is known throughout the world as a company connected to football, and we enjoy working with so professional an organisation with such experience with large sponsorships. – says Flemming Østergaard, President PARKEN Sport & Entertainment.

As a part of the agreement Carlsberg will continue to provide drinks and beverages for PARKEN in the contract period. The economic elements of the agreement will not be released.

Carlsberg already are involved with many Danish and international football sponsorships. For example Carlsberg is head sponsor for the European Championships in Football, Euro 2008, in Austria and Switzerland.

The agreement will be signed today at 11.30 am at a Carlsberg Arrangement at the Imperial, Vesterport 4 in Copenhagen. The press are welcome to attend and there will be a chance to talk to Flemming Østergaard and Morten Hjort after the event..

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