

CHANGE OF MANAGEMENT IN FRANCE AND SWITZERLAND

Thomas Amstutz, CEO of Carlsberg's subsidiary in Switzerland (Feldschlösschen) has been appointed new CEO of the French operations Brasseries Kronenbourg, which was acquired by Carlsberg as part of the Scottish & Newcastle-transaction. Thomas Amstutz replaces Tim Seager who will leave The Carlsberg Group after almost one year as CEO of the French brewery.

Thomas Amstutz' successor as CEO of Feldschlösschen will be Thomas Metzger, currently CFO of the Swiss activities. Thomas Amstutz will take up the position as chairman of Feldschlösschen.

The decision to change the management at Brasseries Kronenbourg has been taken to further strengthen the revitalisation plan of the French business and to ensure the right set of competencies.

Thomas Amstutz has headed a very successful development of Feldschlösschen since he became CEO in 2005. Now his job is to lead the French organisation and business to future success by exploiting the big potential of Brasseries Kronenbourg in both the French market and abroad, based on a strong brand portfolio and the brewery's historical ties to customers and consumers.

"Optimization of our management teams is an ongoing process in The Carlsberg Group. Given his track record from Feldschlösschen and his general experience and leadership skills, we see Thomas Amstutz as the right man to take the brewery activities in France to the next level" says President & CEO of The Carlsberg Group Jørgen Buhl Rasmussen who also welcomes Thomas Metzger as new CEO of Feldschlösschen.

"We would like to thank Tim Seager for his many contributions to the management of Brasseries Kronenbourg and the Scottish & Newcastle-organisation," he adds.

The change of management will take place as of 8 September 2008.

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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.