



PRESS RELEASE

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Bir Bintang Brews Togetherness through Sound of Bintang: Karaoke Battle

Bir Bintang unites karaoke lovers with their favorite Indonesia's artists

Jakarta, December 7th 2019 – Singing out in a karaoke session has rooted as a part of Indonesia's culture for a while. Nowadays, this uplifting culture is transforming from not only singing in the karaoke room but also singing in front of many audiences in the café and the bar. To empower this experience, the most iconic and favorite beer of Indonesia, Bir Bintang, brought togetherness to the consumers by creating an open mic karaoke competition called Sound of Bintang: Karaoke Battle. The event has welcomed a series of surprise guest stars in 10 outlets that took place in Jakarta and Bandung.

“Bir Bintang is proud to bring togetherness to all the music lovers through Sound of Bintang: Karaoke Battle. It does not matter who you are, Sound of Bintang invites you to take up the stage, shine your voice out and let music connect everyone in its natural way,” said Mariska van Drooge, Marketing Director PT Multi Bintang Indonesia Niaga, in Sound of Bintang: Karaoke Battle Finale, Jakarta (07/12). The Sound of Bintang: Karaoke Battle roadshow has been followed by hundreds of participants in Jakarta and Bandung. “The winner of Sound of Bintang: Karaoke Battle will win a trip to experience Fuji Rock Festival in Japan next year as the grand prize,” said Mariska.

Karaoke fever has existed in Indonesia decades ago and evolves along with one generation and another. Bintang providing open stage for people to perform music from different generation and genre, which bring audience to sing along together. When the bars and cafés started the competition, it instantly became a hype,” said OomLeo Berkaraoke. In Sound of Bintang: Karaoke Battle, The participants will also grab their chance to sing along with their favorite Indonesian artists altogether.

“Singing has always been a delightful joy for me. Bir Bintang and I share the same vision in bringing joy and giving a sense of togetherness to the people, just like what I always do when I'm on the stage,” said the legendary rocker Andy/rif. Open mic karaoke induces everyone to sing and applaud each other without reluctance, which boosts the momentum of togetherness even further among the strangers.

The Sound of Bintang: Karaoke Battle roadshow has been conducted in The Moon Hotel Monopoli, Halfway Gandaria, Ruci's Joint Senopati, Halfway Puri, Gen's Bar & Resto, Oeang M



Bloc Space, Camden Cikini, Lucy in the Sky, Kiri Social Bar, and Tambuhak Food & Beverage Garden.

Bir Bintang has bridged the music with the audience's souls for consecutive years. The brand has imprinted this campaign since 2015 with the collaboration with many well-known singers and bands. This year, Bir Bintang desires to give everyone a chance to speak music with their own language and bring a diversity of voices to the stage.

About Bir Bintang– www.birbintang.co.id

Bir Bintang is the iconic Indonesia's beer brand. For more than 88 years, the distinctive taste of Bintang beer originates from the selection of high quality raw materials along with the brewing beer process with high standards. Various awards have been won by Bintang beer, including the award as "Champion Beer" and 6 gold medals from "Monde Selection", a renowned international institution in terms of world quality selection. Bir Bintang is available on four continents in the world. Currently, Bir Bintang is available in various variants: Bintang Pilsner, Bintang Radler 2%, Bintang Zero, and Bintang Radler Zero.

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