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Catch Chen Sheng, Pin Guan and Mayday together 'live' for the first time at ABC's "True Friendship" Music Concert

*Star-studded performance features new album releases
at the Singapore Indoor Stadium*

SINGAPORE, 5 December 2006 – Staying true to its promise of bringing the best of Chinese music to loyal consumers and music lovers, ABC Extra Stout's "True Friendship" Music Concert will bring together good pals Chen Sheng, Pin Guan and Mayday to perform alongside one another for the first time in Singapore.

To be held at the Singapore Indoor Stadium on 6 December, the concert is ABC's sixth year-end music extravaganza to date. Boasting an eclectic selection of tunes that spans across three music genres that are distinctive of the artistes, the concert is set to pamper Singaporeans with an unforgettable evening of great company and superb music.

Commenting on the ABC "True Friendship" Music Concert, Mr Sebastian Loh, Brand Manager of ABC Extra Stout, said: "ABC has long been associated with Mandarin Pop music and exciting concert experiences. Our high quality stout is certainly an excellent complement to good music but nothing tops the pleasure of sharing the moment better than being in the company of true friends, family and loved ones. Through the ABC "True Friendship" Music Concert, we hope to create an occasion for our loyal ABC consumer to bond with their families and friends during a memorable night of great music and entertainment. This is also our way of thanking our loyal consumers for their continued support. We can't wait to share the camaraderie over a glass of rich and aromatic ABC Extra Stout!"

The audience can expect to hear veteran producer-singer Chen Sheng's classic, "北京一夜", and find themselves singing along to familiar crowd pleasers such as Pin Guan's "爱情不能做比较" as well as rocking on to various chart toppers from Mayday.

Singaporeans will also be amongst the first to catch Pin Guan's 'live' renditions of his new album releases which include “无可救药” and “哄我入睡”. The Prince of Ballads will perform an unplugged number together with Chen Sheng to bring concert-goers to a new high. Top Taiwanese rock band, Mayday, will also perform a special segment with the latter that is set to “bring the house down”. In addition, concert goers can look forward to a climatic finale by the three artistes together that is not to be missed!

Tickets to the ABC “True Friendship” Concert are not for sale. They were available only by redemption of ABC Extra Stout crowners or ring tabs on a first-come-first-serve basis, while stocks last. Besides concert tickets, consumers also exchanged the crowners and ring tabs for ABC music premiums such as limited edition CD players or pocket FM radios. Redemption for tickets began on 5 November 2006.

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