

Singapore Open To Return In 2016

*Tournament Reborn with Sumitomo Mitsui Banking Corporation (SMBC)
as a New Title Sponsor*

Singapore, 28 January 2015 – After a three-year absence, Singapore’s iconic national Open will make a welcome return with a new title sponsor and sanctioning partner.

Last staged in 2012, the SMBC Singapore Open is set to thrill local golf fans and global audiences alike when it roars back to life from January 28 to 31, 2016 at the scene of past dramatic editions, the Serapong Course at Sentosa Golf Club.

Sumitomo Mitsui Banking Corporation (SMBC), one of Japan’s leading financial institutions and a growing presence in the banking sector in Asia and worldwide, has taken on the mantle as title sponsor with this landmark three-year association with golf in Singapore.

“We are honoured to be the title sponsor and support the tournament as the SMBC Singapore Open,” said Mr. Masayuki Shimura, Managing Director and Head of Asia Pacific Division, SMBC.

“The Singapore Open has great history, great champions, and is recognized globally as one of the premier golf tournaments. We look forward to adding to that legacy and further expanding our corporate brand in Asia with our growing focus to the region, as well as contributing to the expansion of golf in Asia through the development of the next generation golfers in Asia.”

Asian Tour Chairman Kyi Hla Han was effusive. “The Singapore Open was always one of our best events and one that our members strove to compete well in. It is tremendous to have it back as it is an important event for our region and our tour. On behalf of our members I would like to thank SMBC for their support and we eagerly look forward to teeing it up a year from now.”

Further emphasising the new direction of the event, the SMBC Singapore Open will be co-sanctioned for the first time by previous partner the Asian Tour and a new partner in the Japan Golf Tour Organization (JGTO).

“The JGTO is honoured to have been invited to sanction the SMBC Singapore Open. The opportunity for our members to compete in such a world class event is truly exceptional and we thank SMBC, the Asian Tour, the Singapore Golf Association and World Sport Group for this opportunity. I am certain our members will relish the chance to play here and undoubtedly want to add their name to the list of formidable champions,” added Katsuji Ebisawa, chairman of the JGTO.

With a minimum prize purse of US\$1million, the SMBC Singapore Open will also entice some of the world’s best players to tackle the award winning Serapong Course.

Home to the event from 2005 to 2012, the Serapong Course will once again prove a stern test to Asia Pacific’s and the world’s best players. Australian star Adam Scott won the event a record three times in 2005, 2006 and 2010.

“Golfing fans in Singapore can once again mark the dates in their calendar in anticipation of our national Open. It makes it more fitting that we are able to announce those dates, exactly one year from when the first ball will be struck in the next edition of our prestigious championship. The Singapore Golf Association (SGA) is grateful to SMBC and World Sport Group for their commitment to the event and I am certain that its tradition of excellence will remain unrivalled,” said Mr Bob Tan, President of the SGA.

“The chance for our home talent, both professional and amateur, to test their mettle on a stage such as this only augers well for the development of the game.”

The SMBC Singapore Open will feature a field of the top 60 from the Asian Tour, top 60 from the JGTO, top Singapore professionals and amateurs and invites including players from the top 50 in the world.

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About Sumitomo Mitsui Banking Corporation (SMBC)

Sumitomo Mitsui Banking Corporation (SMBC) and its group companies offer a broad range of financial services centered on banking. They are also engaged in the leasing, securities, credit card, investment, mortgage securitization, venture capital and other credit related businesses.

About World Sport Group

World Sport Group (WSG) is Asia’s largest sports marketing, media and event management company. The Group is involved in delivering almost 600 sporting events annually and over 5,000 hours of sport programming across more than 30 countries in the region. WSG is the exclusive marketing, media and event partner to the region’s leading sporting bodies, major events, sporting venues, athletes, governments, sponsors and media networks.

WSG is part of Lagardère, a world-class diversified media group (Book and e-Publishing; Travel Retail and Distribution; Press, Audiovisual, Digital and Advertising Sales Brokerage; Sports and Entertainment). Lagardère shares are listed on Euronext Paris.

www.wsgworld.com

About the Singapore Golf Association

The Singapore Golf Association was registered on 5 October 1961 with the objective of encouraging and promoting the game of golf in Singapore. From a small association of golf clubs, SGA has grown to its present size comprising 13 Ordinary Members, 10 Associate Members and 5 Affiliate Members. Its constitution was amended in 2001 to enable golf clubs without real estate to join SGA as Associate Members. This allowed the general golfing public to obtain and maintain a golf handicap without having to be members of golf and country clubs. In 2010, the constitution was again amended to accept Affiliate Members which are any body, society, organisation or commercial entity committed to furthering the interest of the sport of golf to join SGA. SGA is a member of the International Golf Federation, Asia Pacific Golf Confederation and ASEAN Golf Federation. As the governing body of golf, it is also an Affiliate Member of the Singapore Sports Council and the Singapore National Olympic Council.

About the Japan Golf Tour Organization

Originally founded in 1999, the Japan Golf Tour Organization (JGTO) is the governing body for professional golf tournaments in Japan and aims to promote and develop golf throughout both Japan and the rest of the world. The JGTO is committed to partnering with new promoters and sponsors to develop more opportunities for their members to play and increase golfing standards. As a member of the International Federation, official events on the Japan Golf Tour allow players to earn World Ranking points, and success on the tour may support members to qualify for the majors and WGC tournaments.

About the Asian Tour

As the official sanctioning body for professional golf in Asia, the Asian Tour leads the development of golf across the region, enhancing the careers of its members while maintaining a commitment to the integrity of the game. The Asian Tour, through its membership of the International Federation of PGA Tours, is the only recognised pan-Asian professional golf tour in Asia. This unique feature positions the Asian Tour at the pinnacle of professional golf in Asia; providing its events with Official World Ranking status. The Asian Tour has offices in Kuala Lumpur and Singapore. Also, visit us at www.asiantour.com, www.facebook.com/asiantourgolf, www.twitter.com/asiantourgolf, www.youtube.com/theasiantour and www.weibo.com/asiantourgolf.

About Sentosa Golf Club

One of the most established golf clubs in Singapore, Sentosa Golf Club has more than 1,500 members, many of whom are prominent personalities from influential circles. It hosted Asia's richest national tournament, the Singapore Open for eight years, where international star players and world-class golf professionals from Asia, Europe and the USA descended on its championship greens to putt for the generous prize purse. Offering more than just a good game of golf, the Club also has excellent meeting and banquet facilities for corporate networking as well as high-end dining options such as the quintessential Japanese cuisine at the Sushi Kondo Restaurant and Italian fare at the highly-acclaimed ilLido restaurant.