

Press Release

KLGCC to host Maybank Malaysian Open 2014

KUALA LUMPUR (DATE): The prestigious Maybank Malaysian Open will once again return to the Kuala Lumpur Golf and Country Club (KLGCC), this time from April 17-20, 2014 and with local hopes at an all-time high.

A year after amateur Gavin Kyle Green returned the best score among Malaysians with a six-under 210 and a tie for 22nd in the rain-shortened tournament, there is renewed enthusiasm that a Malaysian could finally land the big one very soon.

Their path to glory, however, will not be easy as many big names have made Malaysia a regular destination in their itinerary and the locals will certainly have to pull out all the stops to emerge champion.

Last year, former world No. 1 Luke Donald headlined the Maybank Malaysian Open against a competitive field which included Major winners Charl Schwartzel and Padraig Harrington - and the results showed just how players have to be at the top of their game to make the birdies at the KLGCC.

The player who was at his best was young Thai Kiradech Aphibarnrat, who delivered a sizzling performance to outplay his more illustrious rivals and wrest the coveted crown.

Kiradech's brilliant performance earned him US\$458,330 and that helped him to eventually win the Asian Tour's Order of Merit with earnings of US\$1,127,855.

Speaking on the forthcoming Maybank Malaysian Open, Tan Sri Megat Zaharuddin Megat Mohd Nor, commented, "Maybank made a firm commitment to propel Malaysian golf to a higher standards when we first supported the Maybank Malaysian Open in 2006. Our primary aim was to bring the best of international golf competition to Malaysia to enable this and we have consistently done this over the years.

"The Maybank Malaysian Open jointly sanctioned by the European and Asian Tours boasts the largest Asian participation of 67 out of the 156 player field and it has been instrumental in accelerating many Asian champions into the world golf ranking positions.

"This, together with our commitment in development programmes at the amateur and junior levels has helped many local and Asian golfers to thrive."

Since taking up the title sponsorship nine years ago, Maybank has successfully attracted high-calibre golfers from around the world such as Rory McIlroy, Louis Oosthuizen, Martin Kaymer, Charl Schwartzel, Padraig Harrington, Charlie Wie, Thongchai Jaidee, KJ Choi and Alvaro Quiros.

Tan Sri Megat Zaharuddin explained: "Since the first year of the sponsorship, it has been our goal to try and bring the best players we can from the European Tour and Asian Tour to our shores. The 22



Malayans we got into the field each time would have benefitted tremendously from this competition. Obviously, we are still waiting for a Malaysian to win it.”

On KLGCC’s appointment as the host venue, Tan Sri Megat Zaharuddin commented: “KLGCC provided the backdrop to a superb finish this year and we are pleased it will once again be the host. The Maybank Malaysian Open is a world-class tournament and it is only fitting that it is hosted at a premier venue like KLGCC.”

Meanwhile, Malaysian Golf Association (MGA) president Admiral (R) Tan Sri Mohd Anwar Mohd Nor, said: “The Maybank Malaysian Open is without doubt among the most prestigious tournaments in this region. We have continued to grow bigger and better, with more top-draw players making the Maybank Malaysian Open a ‘must play’ event due to its world-class status.”

KLGCC’s General Manager, Steven Thielke was honoured that the club has once again been given the privilege of hosting the Maybank Malaysian Open this year. “It is certainly an honour for the club to be the host for the fifth consecutive year. The Maybank Malaysian Open is a world-class event and we will endeavour to deliver our best for this tournament.”

Meanwhile, tournament promoters GlobalOne confirmed the prize purse will remain at US\$2.75 million for the 53rd edition of the event, which is jointly sanctioned by the Asian Tour and European Tour.

The Maybank Malaysian Open was the first tournament in Asia to be co-sanctioned by The European and Asian Tours in 1999, the year Gerry Norquist took home the title.

More details and information on the 2014 Maybank Malaysian will be announced at a later date. Keep abreast with the latest news at www.maybankmalaysianopen.com and connect with us via Facebook at www.facebook.com/maybankmalaysianopen or Twitter at www.twitter.com/maybankmsiaopen



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About Maybank

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The Maybank Group is South East Asia's fourth largest bank by assets. It has an international network of over 2,200 offices in 20 countries namely Malaysia, Singapore, Indonesia, Philippines, Brunei Darussalam, Vietnam, Cambodia, Thailand, Papua New Guinea, Hong Kong SAR & People's Republic of China, Bahrain, Uzbekistan, Myanmar, Laos, Pakistan, India, Saudi Arabia, Great Britain and the United States of America. The Group offers an extensive range of products and services, which includes consumer and corporate banking, investment banking, Islamic banking, stock broking, insurance and takaful and asset management. It has over 47,000 employees serving more than 22 million customers worldwide. (www.maybank.com)

About the Malaysian Golf Association

The Malaysian Golf Association (MGA) is the sole governing body of golf in Malaysia that was founded in 1929 by representatives of golf clubs to promote the sport while preserving its traditions and integrity. The non-government organization is run by passionate volunteers who have a love for the game of golf, with the help of a team of management staff. The association's portfolios have increased over the years ranging from conducting 14 state amateur opens, national amateur open, national amateur close, Malaysian Open to processing handicaps through its National Handicap System to promoting grassroots programs and training of athletes to represent Malaysia in international events.

The European Tour

The European Tour is committed to celebrating the game of golf from the origins of the professional game, building a proud history of achievement, sportsmanship and integrity as well as showcasing our diverse global talent and rich landscapes. The European Tour's innovative approach enables us to embrace the world, combining championships of tradition with new tournaments in the cities and countries of the future. The European Tour International Schedule, which from 2009 has incorporated The Race to Dubai, is a thriving global brand which, in 2013, will feature a minimum of 45 tournaments spread across all five continents of the world; the European Challenge Tour focuses on the up and coming players of the future; while the European Senior Tour provides a new start for champions celebrating their 50th birthday. The European Tour's corporate identity features the iconic silhouette image of six-time Open Champion Harry Vardon who gives his name to The Harry Vardon Trophy, presented to the player who is crowned European Tour Number One and winner of The Race to Dubai at the end of the season.





About the Asian Tour

In 2013, the Asian Tour will celebrate a momentous milestone with its 10th season. 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 Kuala Lumpur Golf & Country Club

Kuala Lumpur Golf & Country Club (KLGCC) is a member of Sime Darby Property Bhd and a propriety Club wholly-owned and operated by KLGCC Berhad. The club has won numerous accolades from both local and foreign golfing fraternity, the latest being voted the 'Best Course in Malaysia' for the second time in a row for its championship West Course at the 2013 Asian Golf Monthly Awards, the second runner up for the Best Championship Course in Asia Pacific and nominated as Top 10 Best in Asia Pacific for Best Clubhouse and Best Pro-Shop categories. At the same time, KLGCC was voted Best Golf Experience for the Best of Malaysia Awards 2013 Travel Awards by The Expatriate Lifestyle Magazine readers. Today, KLGCC is a landmark as the most luxurious golf resort development in Malaysia and KLGCC has in recent years hosted numerous international championships such as the Maybank Malaysian Open, the Sime Darby LPGA Malaysia and CIMB Classic.

About GlobalOne

GlobalOne (Emerald Evolution Holdings Sdn Bhd) is an executive lifestyle sports promoter and we create sports event ownerships.

We specialise in providing the full spectrum in sponsorship event management and have an excellent track record in planning and delivering on PGA European Tour golf events for Malaysia (Maybank Malaysian Open), Singapore (Singapore Masters) and Indonesia (Indonesia Open) since 1999. We have strong relations with sports governing bodies, the media and commercial sponsors and technical partners to deliver on the bottom line.

We assist all our clients to create super-strategic, high-return, best practice sponsorship to provide a strong, unified vision, across departments and stakeholders, of the broad range of marketing and business objectives that can be achieved through this sponsorship. We also form and maintain strong relationship with players managers to source the best players.

GlobalOne currently stages a highly successful and prestigious tournament in Asia - the Maybank Malaysian Open, which is co-sanctioned by the European Tour and the Asian Tour providing the event with Official World Ranking status. Our long term partners include Emirates (Official Airline), Carlsberg (Official Beer & Stout), Ricoh (Official Office Equipment), Astro (Official Satellite TV), Maxis (Official Telecommunications), Finmeccanica (Official Helicopter), DoubleTree (Official Hotel), 100Plus (Official Isotonic Beverage), Crestlink (Official Apparel), Transview (Official Golf Accessories & Equipment), Mal-Tel (Official Radio & Communications), Spritzer (Official Water), Singleton (Official Whisky), Srixon (Official Range Balls), Havana (Official Cigars).

