



For Immediate Release

MEDIA RELEASE

SHANGHAI TANG CONTINUES ITS SUPPORT OF WOMEN'S INTERNATIONAL POLO 2 – 6 SEPTEMBER 2009 SINGAPORE POLO CLUB

Singapore – Shanghai Tang, the leading luxury lifestyle brand from China, will again support the 2009 Singapore Polo Club Women's International Polo Tournament as Title Sponsor, this marking the fourth consecutive year of the brand's involvement. Shanghai Tang began its sponsorship of women's polo in Singapore back in 2006 as the official apparel sponsor, but decided to further enhance association with polo the following year as Title Sponsor. Shanghai Tang will forever be a strong supporter of Polo in Asia, the origin of this truly regal sport.

The Shanghai Tang Women's International Polo tournament will be held from 2 to 6 September and will once again feature top female polo professionals from England, the United States, New Zealand and Zimbabwe, as well as top local players from the Singapore Polo Club. This prestigious tournament will consist of a Silver League and a Gold Cup match. The Silver League will be contested by lower goal players (handicap -2 and above), with preliminary rounds played on 2 and 3 September. The Final of the Silver League will be played on Saturday 5 September. The Gold Cup match will be played on Sunday 6 September from 4pm onwards and will feature Team HPC England* versus Team Singapore*, with higher goal amateurs and international professionals (handicap 0 to 2 goal) playing for the coveted title. The Singapore Polo Club is honoured to have Mr. S Iswaran, Senior Minister of State for Trade & Industry and Education to be the Guest-of-Honour for the Gold Cup match.

As in the past, all players will be wearing jerseys specially designed and sponsored by Shanghai Tang throughout the tournament period. Guests attending the Gold Cup match will also enjoy a special fashion showcase by Shanghai Tang, featuring their 2009 Autumn/Winter collection, *Kaleidoscope*. This collection is of particular relevance to Singapore as it takes its inspiration from Peranakan (Straits Chinese) traditions which are unabashedly flamboyant, elaborate and strikingly beautiful.

This year, guests in the VIP area will not only be presented with delectable canapés provided by Pan Pacific Hotels and Resorts and free-flow champagne by Laurent-Perrier, but also Beschle couture chocolates from Switzerland. Ladies donning their best hat on Sunday 6 September stand a chance to win a truly unique yet functional Shanghai Tang Duffle Bag with double fish print in fuschia pink and lime green leather handles that will undoubtedly set you apart on that luxury weekend getaway!

The Singapore Polo Club welcomes all to visit the Club grounds for the glamour and excitement of women's polo at the Shanghai Tang Women's International Polo 2009 tournament from September 2-6, 2009. Admission is free. For more details, please contact the Singapore Polo Club at 6854 3999 or visit www.singaporepoloclub.org .

**Please note that the participating teams are not officially sanctioned national teams, but simply reflect the origin of the participating polo professionals.*

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For more information on the event, please contact:

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About the Singapore Polo Club

The Singapore Polo Club, established in 1886, strives to promote the sport of polo and equestrian activities in Singapore and beyond. Its history dates back to the colonial period and the Club has always had an illustrious membership. Several members of the British Royal family have at various times played polo at the Club, which is set in lush, tropical grounds on Mount Pleasant Road. Over the years, the Singapore Polo Club has hosted many prestigious polo tournaments, many of which are attended by royalty, dignitaries, socialites and prominent business men and women. The Club hopes to grow the sport of polo and encourage more local Singaporeans to play "The Sport of Kings." This is significant as polo was recognised as a medal sport at the 2007 SEA Games, in Bangkok, Thailand, with Singapore winning a silver medal at this event.

About Shanghai Tang

Shanghai Tang is the first and leading luxury lifestyle brand emerging from China. Since its inception in 1994, it has advanced the expression of modern Chinese Chic by fusing current design concepts with innovative Chinese-inspired elements. Offering ready-to-wear for women, men and children, as well as accessories and home ware, Shanghai Tang supports an international network of 40 boutiques in the world's most prestigious shopping districts.