



SINGAPORE
POLO CLUB

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MEDIA RELEASE

AP AUDEMARS PIGUET

INTERNATIONAL POLO 2009 Singapore Polo Club, June 10-14, 2009

International polo tournament returns to the Singapore Polo Club from Wednesday-Sunday, June 10-14, 2009. Audemars Piguet, the luxury Swiss watch brand, headlines this annual event as Title Sponsor. The Audemars Piguet Elephant Polo Team was also victorious at the recent King's Cup Elephant Polo Tournament held at the Anantara Golden Triangle Resort, Chiang Rai during the month of March.

Mr. Oliviero Bottinelli, Managing Director of Audemars Piguet Asia, "For Audemars Piguet, horse polo is a new world and a new adventure which we are very happy to discover thanks to the friendliness and warm welcoming of the Singapore Polo Club, helping us make our decision despite the difficult times all around us. Horse Polo may be the oldest recorded team sport in history but it is for certain a sport full of tradition and excellence which are the core values of Audemars Piguet since 1875.

It is also true that the spirit of the Audemars Piguet Elephant Polo Tournament in Chiang Rai gave us another reason to get closer to horse polo. In Hong Kong, Audemars Piguet has established a strong association to horses as we have been sponsoring the most prestigious Queen Elizabeth II Cup for more than ten years now.

I really think it is a nice surprise for all to see Audemars Piguet involved with polo since sailing, golf and Formula One are sports where people usually associate Audemars Piguet. Horse polo has in a way brought together one of the last family-run high-end watch manufacturers in Switzerland with a refined, family-oriented club in Singapore. I'm certain this will be a new journey riding on with more success and may we all have a good time!"

This prestigious tournament is a highlight on the annual sporting and social calendar in Singapore and one of the premier polo events in Southeast Asia. The tournament will again feature international professionals and local players competing for the coveted title.

The tournament final on Sunday 14 June will again be broadcast (delayed telecast) on the ESPN Star Sports network across the region.

Torrey J. Dorsey, General Manager of the Singapore Polo Club welcomed this new partner to the tournament. "It is with great pleasure that I welcome the Audemars Piguet family to the Singapore Polo Club and our annual international men's polo tournament. Audemars Piguet and the Singapore Polo Club share a commitment to excellence and civilized fun that will be displayed during this week of excitement on and off the field. I hope that this new relationship will be a marriage made in the saddle!"

In addition to Audemars Piguet, Private Swiss bank, Banque de Dépôts et de Gestion (BDG Bank), returns as Co-Sponsor. BDG continues to be an ardent supporter of polo and the Singapore Polo Club. Evian, the natural spring water from the French Alps, joins the list of supporters as Official Water and will be served exclusively at the Club during the tournament period. The Club is also honoured to have the support of StarHub (Official Infocomms), G.H. Mumm Champagne (Official Champagne), Pan Pacific Hotels & Resorts (Official Hotel), Stella Artois & Appletiser (Official Beer & Sparkling Juice), La Martina (Official Apparel), and the ESPN Star Sports Network (Official Broadcast Network) for the 2009 tournament.

The Singapore Polo Club welcomes all to visit the Club grounds to witness the Audemars Piguet International Polo 2009 tournament from June 10-14, 2009. Admission is free. For more details, please contact the Singapore Polo Club at 6854 3999 or visit www.singaporepoloclub.org .

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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 Audemars Piguet

Founded in 1875 by Jules-Louis Audemars and Edward-Auguste Piguet in the Swiss village of Le Brassus, Audemars Piguet is the oldest Manufacture of Haute Horlogerie never to have left the hands of the founding families. Today, its range encompasses complex mechanical watches, Haute Joaillerie creations as well as a line of jewellery. At each stage in its history, the Manufacture has daringly adopted avant-garde techniques in order to place them in the service of traditional craftsmanship. This approach has earned Audemars Piguet an unparalleled number of world firsts in the field of Haute Horlogerie.