

CAUSEWAY RIVALRY RENEWED ON THE FAIRWAYS

Singapore and Malaysia to Battle for the Prudential Causeway Trophy at Laguna National 2014; New Prudential Junior Causeway Trophy at Laguna National 2014 launched



(L-R) Mohd Said Bin Abdul Latiff, Team Singapore Captain; M. Murugiah, SPGA president; Patrick Bowers, CEO of Laguna National Golf & Country Club; David Ciclitira, Chairman of Parallel Media Group; Tomas Urbanec, Prudential Singapore CEO; M. Sasidaran, PGAM representative and Faridil Atras, Team Malaysia representative

SINGAPORE, 2 April 2014: Prudential Singapore, leading life insurer, Laguna National Golf and Country Club and Parallel Media Group today announced the return of the Prudential Causeway Trophy at Laguna National, scheduled for 6 to 8 June 2014. In a further extension of the friendly national rivalry, this year also sees the addition of the Prudential Junior Causeway Trophy at Laguna National, on 4 June.

In its second year, the Prudential Causeway Trophy 2014 will see top golfers from longstanding rivals – Singapore and Malaysia – battle it out to defend their nation’s pride in a three-day Ryder Cup-style tournament on the world-class Laguna National Golf and Country Club course. The 12-man teams announced today come from both sides of the Causeway and are sanctioned by the Singapore Professional Golfers’ Association and the Professional Golf Association Malaysia. Led by captains Mohd Said bin Abdul Latif for Singapore and M. Ramayah for Malaysia, the teams will compete in match play format in four ball, foursome and singles games.

Prudential Singapore CEO, Tomas Urbanec, said: “Prudential is delighted to sponsor this unique sporting competition and to add the junior tournament this year. Professional-standard competitions like the

Prudential Causeway Trophy let local golfers raise their profile and experience internationally, and help us spot and develop golf talents of the future.”

Urbanec added: “As part of Prudential’s commitment to supporting local communities, the addition of a youth tournament will give some of Singapore and Malaysia’s most promising junior golfers the opportunity to play in a professional-standard competition, played out in the format of the Junior Ryder Cup. We hope to encourage even more young people to participate in sports such as golf.”

The inaugural Prudential Causeway Trophy last year saw 24 players, representing the two nations, vie for glory on Laguna National’s infamous par 72 World Classic Course, known for challenging even the world’s best golfers. Singapore walked away with the title as they beat an experienced Malaysian team 15½ - 8 ½.

Mohd Said Bin Abdul Latif, Singapore Team Captain commented: “Our success last year means there is a lot of pressure for us to keep our champion status. However we have an excellent team teeing off once again and with our home advantage, we are easily up to the challenge.”

Malaysian Captain, M. Ramayah responded: “Based on last year’s performance, people may see us as the underdogs; but the Singaporeans would be wise not to dismiss us early on. We have a lot to prove, an outstanding team sheet and we’re hungry to win this for our country and our fellow Malaysians.”

David Ciclitira, Chairman of Parallel Media Group, added: "We are thrilled to welcome back one of the region’s most eagerly anticipated and passionately supported sporting competitions. This year’s Prudential Causeway Trophy at Laguna National 2014 will build on last year’s friendly rivalry and provide even more opportunities for fans to participate and get behind their countries."

As part of the tournament’s commitment to promoting golf in the region, entry will be free to members of the public, for all three days of the competition at Laguna National Golf & Country Club. Golf fans are also encouraged to support their National team on Facebook at:

Team Singapore: <https://www.facebook.com/PrudentialCWTeamSG>

Team Malaysia: <https://www.facebook.com/PrudentialCWTeamMY>

Daily tournament highlights will also be aired on Fox Sports, StarHub TV and Astro.

Patrick Bowers, CEO of Laguna National Golf & Country Club said: “It’s an honour to host such a distinctive event at Laguna National and we are delighted to have Prudential as the title sponsor. We look forward to seeing how the teams cope and adapt to the nuances of the course, competing on it for the second time round.”

Each team will be represented by a non-playing team captain, vice-captain and 12 players selected from the top performers on the local Order of Merit, with spots also provided for permanent residents. More information on the junior teams and their captains will be available at a later date.

Team Singapore

- Mohd Said Bin Abdul Latif (Non-playing Captain)
- Gary Kwek (Non-playing Vice-Captain)

Team Malaysia

- Mr. M. Ramayah (Non-playing Captain)
- Mr. Rosli Johari (Non-playing Vice-Captain)

- Mardan Mamat
- Quincy Quek
- Lam Chih Bing
- Koh Deng Shan
- Lam ZhiQun
- Poh Eng Wah
- Choo Tze Huang
- M. Murugiah
- Kawasoe Marc
- Chang Ren Chiang
- Goh Kun Yang
- Han Wen Yuan, Justin
- R. Nachimuthu
- Nicholas Fung
- Airil Rizman Zahari
- Shaaban Hussin
- Sukree Othman
- S. Siva Chandhran
- Kemarol Baharin
- Iylia Jamil
- Iain Steel
- Danny Chia
- Khor Kheng Hwai
- Hans Jamil

For more details: [www.causewaytrophy.com]

~ENDS~

For more information and images, please contact:

Alice Hogg
FleishmanHillard
Alice.Hogg@fleishman.com
+65-6339-6377

Hilary Davies
FleishmanHillard
Hilary.Davies@fleishman.com
+65-8727-4210

Notes to the Editor

Event details:

Prudential Causeway Trophy at Laguna National 2014

6-8 June, 2014

Laguna National Golf & Country Club, 11, Laguna Golf Green, Singapore, 488047

Prudential Junior Causeway Trophy at Laguna National 2014

4 June 2014

Laguna National Golf & Country Club, 11, Laguna Golf Green, Singapore, 488047

About Prudential:

Prudential Corporation Asia is a business unit of Prudential plc (United Kingdom)*, comprising its life insurance operations in Asia, and its asset management business, Eastspring Investments. It is headquartered in Hong Kong.

Prudential is a leading life insurer that spans 13 markets in Asia, covering Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, The Philippines, Singapore, Taiwan, Thailand and Vietnam.

Prudential has a robust multi-channel distribution platform providing a comprehensive range of savings, investment and protection products to meet the diverse needs of Asian people.

Eastspring Investments is one of the region's largest asset managers with operations in 11 markets plus offices in North America and Luxembourg. It has £62 billion (about US\$94b) in assets under management (as at 30 June 2013), managing funds across a range of asset classes including equities and fixed income.

For more information, please visit www.prudentialcorporation-asia.com.

*Prudential plc is incorporated in England and Wales, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services through its subsidiaries and affiliates throughout the world. It has been in existence for 165 years and has £427 billion in assets under management (as at 30 June 2013). Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.

Prudential plc is listed on the stock exchanges of London (PRU.L), Hong Kong (2378.HK), Singapore (K6S.SG) and New York (PUK.N)

About Prudential Assurance Company Singapore (Pte) Limited (Prudential Singapore):

Prudential Singapore, an indirect wholly-owned subsidiary of UK-based Prudential plc, is one of the top life insurance companies in Singapore. We are one of the market leaders in investment-linked plans with close to S\$8.0 billion funds managed under PruLink funds as at 30 June 2013. With a rich history that has spanned more than 80 years, Prudential Singapore now has a dedicated team of more than 3,400 financial consultants and over 800 employees. We are committed to serving the needs of more than 760,000 policyholders with over 1.9 million policies.

Prudential Singapore is the first life insurer in Singapore to be named Asia's Life Insurance Company of the Year in 2000. We were also presented with the Gold Award in Reader's Digest Trusted Brands for five consecutive years from 2007 to 2011 and the May Day Model Partnership Award in 2009. In 2010, we emerged as one of the top insurers in Singapore in the Customer Satisfaction Index, which is a national barometer that tracks 104 companies from eight sectors. Since 2007, we have been conferred the People Developer Award by SPRING Singapore for our efforts in training and developing employees. In 2013, Prudential Singapore was presented with Asia's Employer of the Year Brand Award by the Branding Institute and the World HRD Congress.

About Laguna National and World Classic Course:

A prominent golf club in the local and regional golf scene since 1993, Laguna National is one of Singapore's premier golf and country clubs that offers two eighteen-hole championship courses.

The World Classic Course, completely redesigned in 2011, features 18 holes of tremendously challenging golf inspired by the great courses of the world. It is now officially "Asia's Toughest Test" according to the globally recognised Slope/ Course Rating System administered by the United States Golf Association, which compares the relative course difficulties across all golf courses. At 162 Slope and 76.4 Rating, it is in fact one of the most difficult ever rated. World Classic plays at 7,350 yards from the Championship Tees and is a par 72. The course has hosted private play and exhibitions by both Tiger Woods and Ernie Els.

A finalist in Asian Golf Monthly's annual awards for Best New Design 2011, World Classic is the epitome of a private Members Club. It has been designed to offer different challenges every time out. It requires



the golfer to exhibit carefully planned club selection and to determine if the risk/ reward is right for their game that day. Thoughtfully placed tee shots set up highly challenging approach angles to generous greens which often feature three or more tiers.

World Classic compliments the venerable Masters Course at Laguna National Golf & Country Club that served as host of the European Tour's Singapore Masters from 2002 to 2007.

About Parallel Media Group:

Parallel Media Group plc is a leading communications agency specialising in Sport, Entertainment and Media. Founded in 1987 by its Chairman David Ciclitira and listed on the London Stock Exchange's AIM since 2001. During its 27 years of experience, Parallel Media Group has promoted over 45 events on the European Tour. Parallel Media Group aims to provide its clients with world class professional service, combining local market knowledge with international business expertise to deliver a new vision for sport.

