



MEDIA RELEASE

TOURISM MALAYSIA WELCOMES TIGER WOODS AND WORLD TOP GOLFERS TO CIMB CLASSIC 2012

KUALA LUMPUR, 26 Oct 2012: Tourism Malaysia is delighted and pleased to welcome golfing enthusiasts from around the world to witness the prestigious CIMB Classic that returns to the Mines Resort & Golf Club, Kuala Lumpur on 25 October 2012. The third edition of the tournament promises fans a four-day action-packed star-studded swinging action.

This year's tournament is expected to be very exciting and attract more visitors both regionally and globally, including international media, as it features World Number Two player Tiger Woods. The 14 Major Championships and two-time FedExCup champion is making his debut in the tournament, along with other top international players including previous champions, Bo Van Pelt and Ben Crane.

The CIMB Classic 2012 marks the third year of Tourism Malaysia's support for the tournament, promoting it as a key event in the tourism calendar of the country. It goes in line with the Government's efforts to develop and promote Malaysia as a top-of-mind destination for international events and luxury tourism.

The tournament features 30 players from the PGA TOUR and 10 players from the Asian Tour's Order of Merit. The rest of the field is made up by eight sponsor's exemptions, including two Malaysian professionals.

Sanctioned by the PGA TOUR, Asian Tour and Professional Golf Association of Malaysia, the CIMB Classic 2012 sees a top class international field of players competing for a USD6.1 million prize purse, with USD1.3 million going to the winner.

GOLF TOURISM IN MALAYSIA

Golf tourism is a lucrative business attracting affluent tourists who generate significantly above-average per capita revenues for a destination. It is set to become one of the fastest growing segments of the tourism industry in Malaysia. Last year, it contributed a revenue of RM286 million (USD94 million) to the Malaysian economy, exceeding the initial forecast of RM249.5 million (USD82 million). This year's target is to achieve RM290 million (USD95 million).

Besides CIMB Classic, Malaysia also plays host to other international golf tournaments annually such as the Maybank Malaysia Open (10 - 15 Jan 2012), Sime Darby LPGA Malaysia (11 - 14 Oct 2012), and Iskandar Johor Open (13 - 16 Dec 2012). These tournaments have attracted top world-class professional golf players from the Asian Tour, European Tour, LPGA Tour and US PGA TOUR. Most importantly, they have helped to generate tremendous publicity for the country's golf industry.

The country has also hosted the inaugural IAGTO Asia Golf Tourism Convention at The Palace of the Golden Horses, Kuala Lumpur from 22-25 April 2012. The event was attended by 426 delegates from 46 countries.

In addition, Tourism Malaysia has also been organising the World Amateur Inter-Team Golf Championship (WAITGC) annually since 1994, which brings together international amateur golfers and media to enjoy the golfing experience in the country.

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About Tourism Malaysia:

Malaysia Tourism Promotion Board, or Tourism Malaysia, is a statutory body established under the Malaysia Tourism Promotion Board Act 1992. Our objective is to promote Malaysia as an outstanding tourist destination. Through our activities, we attract the world's attention to the splendour and beauty that is uniquely Malaysian. Ultimately, our aim is to increase the number of foreign tourists to Malaysia, extend the average length of their stay and, in doing so, increase Malaysia's tourism revenue. We also aspire to develop domestic tourism while enhancing Malaysia's share of the convention market.

Malaysia received 24.7 million tourists in 2011, making it the ninth most visited country in the world for the third consecutive year, according to the World Tourism Organization (UNWTO). Malaysia also recorded RM58.3 billion (USD18.3 billion) in tourist receipts last year, which made tourism the third largest foreign exchange earner for the country. By the year 2020, it aims to achieve its target of 36 million tourist arrivals and RM168 billion in receipts.

Tourism Malaysia's activities are designed to stimulate the Malaysian tourism and tourism-related industries. This helps promote new investments in the country while providing increased employment opportunities. The growth of Malaysian tourism will contribute positively to economic development and enhance the quality of life for all Malaysians.

About CIMB Group:

The title sponsor of the CIMB Classic is CIMB Group. CIMB Group is one of ASEAN's leading universal banking groups. Headquartered in Kuala Lumpur, the Group is now present in 9 out of 10 ASEAN nations. CIMB Group offers a full suite of financial services and related products; has a market capitalisation of approximately USD17.8 billion as at 30 June 2012 and over 43,000 employees located in 18 countries. Read more about CIMB Group at www.cimb.com.

About PGA TOUR:

The PGA TOUR is the world's premier membership organisation for touring professional golfers, co-sanctioning more than 100 tournaments on the PGA TOUR, Champions Tour, Web.com Tour and PGA TOUR Latinoamérica.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in communities in which it plays, and provide financial opportunities for TOUR players.

PGA TOUR tournaments are broadcast to approximately 715 million households in 225 countries and territories in 29 languages. Virtually all tournaments are organised as non-profit organisations in order to maximise charitable giving. In 2011, tournaments on the three Tours generated more than \$121 million for local charitable organisations, bringing the TOUR's all-time total of charitable contributions to more than \$1.7 billion.

The PGA TOUR's web site is PGATOUR.com, the No. 1 site in golf, and the organisation is headquartered in Ponte Vedra Beach, FL.

About 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. Tour Partners include Rolex (Official Timekeeper), Starwood Hotels and Resorts (Official Hotels and Resorts), Abacus (Official Apparel Partner), Cityneon (Official Event Overlay Partner), Inetol Headwear (Official Headwear Supplier), Singha Beer (Official Beer), BlackBerry (Official Communications Partner) and Srixon (Official Ball). The Asian Tour has offices in Kuala Lumpur and Singapore.

About MINES Resort & Golf Club:

The Mines Resort & Golf Club is a proprietary Club beneficially owned and operated by the Mines Excellence Golf Resort Berhad.

Established in 1993 through the vision of its founder, Tan Sri Lee Kim Yew, and the expertise of legendary architect, Robert Trent Jones Jr., it was transformed from the world's largest open cast tin mine into an international championship standard 18 Hole golf course in 1993. The green was left to mature for a year with maintenance of the highest standards.

The award-winning 246 acre, Par 71 course has hosted numerous international championships such as the World Cup Golf in 1999, the Women's World Cup Golf in 2000, CIMB Asia Pacific Classic Malaysia in 2010 & 2011 and the upcoming CIMB Classic 2012, Southeast Asia's first PGA TOUR sanctioned event, from 25 - 28 October 2012.

With a by invitation only policy, its membership profile consists of Royalties, Cabinet Ministers, Captains of Industries and principally, the nation's elite. The Mines Resort & Golf Club provides world-class facilities together with uncompromised personalised services thus possessing the singular distinction of being the most celebrated golf destination in Malaysia for the elite, the exclusive and the eminent

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