



MEDIA RELEASE

MALAYSIA WELCOMES CIMB ASIA PACIFIC CLASSIC MALAYSIA TO ITS SHORES

Yang Berhormat Dato' Sri Dr. Ng Yen Yen, Minister of Tourism today said, "Malaysia welcomes the world to witness the prestigious CIMB Asia Pacific Classic, Malaysia. The country will once again play host to the tournament that returns to treat golf fans to four whole days of action-packed star studded swinging action."

Recognised as the largest and richest tournament of its kind in the region, the second edition of the CIMB Asia Pacific Classic, Malaysia, is expected to draw even greater visitors both regionally and globally as it features an impressive line-up of stars like Jhonattan Vegas, Camilo Villegas as well as major champions Vijay Singh, Angel Cabrera and Stewart Cink. The tournament is scheduled to take place from 27 to 30 October 2011 at the Mines Resort & Golf Club.

This is the second year that Tourism Malaysia supports and promotes the CIMB Asia Pacific Classic, Malaysia, as a key event in the tourism calendar of the country. Last year, the tournament drew over 30,000 spectators at the award-winning 246 acre, Par 71 course, The Mines Resort and Golf Club.

Yang Berhormat Dato' Sri Dr. Ng Yen Yen added, "As the tourism industry has been recognised as one of the 12 National Key Economic Areas (NKEA) in the Economic Transformation Programme (ETP), the Malaysia Government is committed to further develop this sector together with the private sector members. As such, the CIMB Asia Pacific Classic, Malaysia is a great milestone for us. Such initiatives are commendable as the staging of a world-class event in Malaysia continues to position the country as a destination of choice, especially in promoting golf tourism."

Malaysia, renowned for its beautiful landscapes, is fast emerging as South-East Asia's golfing destination. There are 207 golf facilities in Malaysia representing an investment of over RM20 billion. Malaysia is truly emerging as Asia's leading golf destination with courses on different kinds of terrain, ranging from highland retreats to beach-side havens. Some courses were designed by luminaries such as Jack Nicklaus, Max Wexler and Ted Parslow.

Sports tourism in the country which currently accounts for RM5 billion per year, is set to become one of the fastest growing segments of the tourism industry which accounted for RM56.5 billion (USD18 billion) last year. To add to this effect, Malaysia

recently won the World Travel Award for Asia's Leading Sports Tourism Destination. This is a significant achievement as the awards has been heralded the "travel industry's equivalent to the Oscars" by the Wall Street Journal.

The Ministry of Tourism has also targeted to improve the country's position to be within the top 10, in terms of global tourist receipts in 2015. To achieve this target, the Government is set to attract a larger share of high-yield travellers and to capture a bigger share of high growth segments. This is certainly an achievable milestone as Malaysia already ranks top 10 in international tourist arrivals which are compiled by the United Nations World Tourism Organisation (UNWTO).

Yang Berhormat Dato' Sri Dr. Ng Yen Yen added, "Malaysia is increasingly and actively promoting itself as an organiser and host to various world-class sports events and recreational activities with the aim of becoming a major sports tourism destination in the Asia-Pacific region. The growth of sports tourism has been accelerated by global interest in sporting events and active, healthy lifestyle on the back of the massive expansion in satellite and digital media coverage over the last decade. In fact, the inaugural CIMB Asia Pacific Classic, Malaysia received over 1,457 hours of broadcast in 29 languages to a global audience in over 500 million households."

The \$600 billion sports tourism industry is becoming internationally recognised as the travel industry's fastest growing sector. Last year, the Ministry of Tourism undertook an evaluation of the inaugural tournament and expressed significant enthusiasm in extending support towards the development of a long-term and sustainable programme aimed at developing golf tourism in Malaysia.

In this respect, Yang Berhormat Dato' Sri Dr. Ng Yen Yen encouraged local industry players to work with the promoters to offer creative packages that attract foreign golfers to Malaysia to experience not only our facilities but also Malaysia's fascinating attractions, delicious cuisine and our unique cultural heritage that is truly Malaysian.

The much-anticipated second edition of the PGA TOUR's flagship event in Southeast Asia will see an increase in the winner's prize purse from USD1.0 million to USD1.3 million. The total prize purse for this year is USD 6.1 million.

It was also announced that the player field for the CIMB Asia Pacific Classic will increase from 40 to 48 players, with two Malaysians competing with PGA TOUR professionals in the much anticipated tournament.

The 2011 edition of the CIMB Asia Pacific Classic will see the top 30 PGA TOUR players who qualify through the FedEx Cup points battle it out with the Top 10 Asian Tour players and eight player exemptions. This rounds up the competing playing field to the new total of 48 players, all of whom will play throughout the four days of the event.

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.

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 Asia Pacific Classic, Malaysia is CIMB Group. CIMB Group is one of Southeast Asia's leading universal banking franchises. Headquartered in Kuala Lumpur with key offices across Southeast Asia, CIMB Group offers a full suite of financial services and related products. Read more about CIMB Group at www.cimb.com.

About PGA TOUR

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

In 2010, the three Tours collectively have tournaments in 34 states and in 12 countries outside of the U.S. PGA TOUR tournaments are broadcast to nearly 600 million households in 225 countries and 30 languages.

Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2009, tournaments on the three Tours generated \$108 million for local charitable organizations. The TOUR's all-time total of charitable contributions is approaching \$1.5 billion.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the company 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), J.Lindeberg (Official Apparel Partner), Starwood Hotels and Resorts (Official Hotels and Resorts), Cityneon (Official Event Overlay Partner), Inetol Headwear (Official Headwear Supplier), Royal Selangor (Official Trophy Supplier), Singha Beer (Official Beer), BlackBerry (Official Mobile) 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 and the CIMB Asia Pacific Classic Malaysia 2010.

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.

If you have further queries or require more information, please contact:

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