

VICTORY FOR MALAYSIA IN INAUGURAL PRUDENTIAL JUNIOR CAUSEWAY TROPHY AT LAGUNA NATIONAL 2014



Junior teams take centre stage in Ryder Cup-style Singapore/Malaysia showdown

SINGAPORE, 18 JUNE 2014: Spurred by an ace performance from Raeysha Surendran, Malaysia claimed victory in the inaugural Prudential Junior Causeway Trophy at Laguna National Golf and Country Club.

In a tasty appetiser to this week's Prudential Causeway Trophy between leading professionals from Singapore and Malaysia, it was the visitors who emerged triumphant 7-5 over Laguna National's Classic Course.

Theresa Nai, Executive Vice President and Chief Operating Officer of title sponsor, Prudential Assurance Company Singapore (Pte) Limited, praised both sets of players.

She said, "On behalf of Prudential, I'd like to extend our congratulations to the Malaysian junior team for their triumph in the inaugural Prudential Junior Causeway Trophy at Laguna National today. The Malaysian and Singaporean players wowed spectators with their prowess and commitment, testament to the strength of young talent emerging. Through events like this one we hope to further promote our local sportsmen and encourage the growth of a sports culture in both countries."

Led by the senior Prudential Causeway Trophy team captains, Mohd Said bin Abdul Latif for Singapore and Chong Chee Ming for Malaysia, the teams competed in match play format in 12 singles matches. Malaysia won seven of the contests while Singapore secured five wins.

Grabbing the headlines was Surendran who had the distinction of firing a hole-in-one en route to her 3&2 success over Jacqueline Young.

The other winners for Malaysia were Kan Kah Yan, Ng Yu Xuan, Ervin Chang, Warda Amira binti Abdul Rawof, Sazanur Iman bin Salenin and Siti Zulaikhaa binti Shaari.

For Singapore, Leonard Tee, Desmond Kim Yong Jee, Tommy Tan, Wong Yen Ting and Nicholas Mok all contributed a full point.

Malaysian captain Chong said: “This is a real big kind of stepping stone for these kids in their golf careers. This is where it all begins! No doubt they can develop a lot better through tournaments like these. This is a first definitely, created by Prudential.”

Singapore captain Said added: “It’s important for Singapore’s juniors to play these kind of events. It helps them learn about the team and their playing partners. They are fortunate to be able to compete in an event such as this.”

To further support individual development this week, each junior player was assigned a golfing mentor, from the respective senior team, to accompany them on their practice rounds and provide one-to-one coaching.

David Ciclitira, Chairman of Parallel Media Group, said: “The level of play today has been outstanding. Kicking off the Prudential Causeway Trophy for 2014, these talented young players have given their senior mentors a high act to follow this weekend – including a hole-in-one! We are looking forward to welcoming supporters from both countries at Laguna from this Friday as the friendly rivalry between Singapore and Malaysia heats up.”

Patrick Bowers, MD and CEO of Laguna National Golf and Country Club, added: “Both teams did exceptionally well today and we are proud of the Malaysian juniors for the excellent job out on the course.

“Raeysha stirred up the tournament atmosphere with a hole-in-one with her first tee off. The pressure is on for the Prudential Causeway Trophy this weekend. With Singapore winning the trophy last year and Malaysia winning the juniors tournament it’s now up to the Malaysian team to ride on the victory of the juniors.

“But perhaps Singapore will maintain their winning stride from last year. It’s an exciting match and we hope to see our members and the public come to support the teams.”

For more details: www.causewaytrophy.com

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Notes to the Editor

About the Prudential Junior Causeway Trophy

The Prudential Junior Causeway Trophy at Laguna National 2014 has been introduced this year by title-sponsor Prudential. It is a new professional-standard junior competition, played out in the format of the Junior Ryder Cup and featuring teams of 12 players (six girls and six boys), from Singapore and Malaysia. Additional information will be released nearer to the event.

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. Our focus is to bring well-rounded financial solutions to customers through our multi-channel distribution network, with product offerings in Protection, Savings and Investment. We are

one of the market leaders in Protection, Savings and Investment-linked plans with over S\$25 billion funds under management as at 31 December 2013. With a rich history that has spanned more than 80 years, Prudential Singapore now has a dedicated team of approximately 3,600 financial consultants and over 800 employees. We are committed to serving the financial and protection needs of more than 780,000 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. For ten consecutive years until 2013, we have been awarded the Gold Award in Reader's Digest Trusted Brands. We also achieved 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 and in 2013, we were presented with Asia's Employer of the Year Brand Award by the Branding Institute and the World HRD Congress. In February 2014, Prudential Singapore was awarded AA Rating by leading credit rating agency Standard & Poor's.

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.