

PRESS RELEASE

LPGA PLAYERS VISIT THE SIME DARBY MEDICAL CENTRE

Players featuring in the inaugural Sime Darby LPGA Malaysia learn more about the Cancer Research Initiatives Foundation

SUBANG JAYA, [19 OCTOBER 2010] – LPGA stars Cristie Kerr, Michelle Wie and Natalie Gulbis – slated to play at the inaugural Sime Darby LPGA Malaysia - visited the Sime Darby Medical Centre in Subang Jaya this afternoon to learn more about the Cancer Research Initiatives Foundation (CARIF), the selected charity of the tournament. They were joined by VIPs Tun Musa Hitam, Sime Darby Chairman and Yayasan Sime Darby Governor, and his wife, Toh Puan Zulaikha Sheardin.

The special visit to CARIF saw the players and VIPs learn more about breast cancer research during a presentation by Prof. Dr Teo Soo-Hwang, Chief Executive, CARIF. Prof Teo presented data showing that breast cancer is the most common cancer in Malaysia and sadly, although survival rate for breast cancer is already more than 80% in the USA, survival rate in some communities in Malaysia is only 50%. Funds raised through the Sime LPGA event will be used for collaborative research between CARIF and University Malaya to improve the outcome for breast cancer patients in Malaysia and to reduce disparities in cancer treatment and care.

Led by the Sime Darby Cancer Centre staff, the players and VIPs also gained knowledge about breast cancer treatment methods during a tour of the of the Sime Darby Cancer Centre’s treatment facilities.

This was followed by a short address by Tun Musa Hitam, who spoke on the importance of cancer research and praised CARIF for its work thus far. He said, “Cancer touches everyone and spares no one. Sime Darby has proudly been one of the anchor donors of CARIF since its research laboratory started in 2000 and in the past 10 years, we are proud to be part of the work to create new hope for cancer patients by conducting research to find new ways to prevent and treat cancer. It is this very same hope that inspires and animates this centre.” Tun also commended the star players for joining in the global fight against cancer especially breast cancer, and supporting the Sime Darby LPGA’s fund-raising for cancer research and awareness.

The highlight of the visit saw the players and the VIPs participate in a ceremony to unveil a purple lilac ribbon which represents all cancers and general cancer awareness, on the side building wall of the Sime Darby Cancer Centre. The cancer ribbon also symbolises that the Sime Darby Cancer Centre is a regional centre of excellence for cancer treatment and management.

On her thoughts about the visit, World No.2 on the Rolex Rankings (as at 11 October 2010) Cristie Kerr said, “It has truly been wonderful visiting the Sime Darby Cancer Centre today and learning more about CARIF and what it does to contribute to breast cancer research and to improve survival for breast cancer patients in Malaysia. As an ardent supporter of breast cancer awareness, I can relate to a lot of what

was shared today and as a golfer playing tournaments all over the world, I will continue doing my part to spread the message, especially here in KL during the Sime Darby LPGA Malaysia.”

Kerr, who is actively involved in fundraising for breast cancer research, founded “Birdies for Breast Cancer” in the US in 2003, a foundation which raises money through donations and an annual charity event. Kerr has also founded Curvature Wines, which helps to raise money for breast cancer charities through wine sold under its label.

Said golf superstar Michelle Wie about the visit, “This visit has been an eye-opener for me and I would like to thank everyone involved in organising it. I have heard about cancer research and am aware that there are treatment methods to help people with breast cancer but the visit today has allowed me to gain a deeper understanding into what doctors and people are really trying to do to find a cure and how they help their patients. We will definitely look to do our bit to raise funds and grow support for CARIF this week at the Sime Darby LPGA Malaysia.”

During the Sime Darby LPGA Malaysia, which will tee off this Friday at the Kuala Lumpur Golf and Country Club (KLGCC), spectators and members of the public will be able to do their part to contribute to CARIF. A portion of the sales proceeds of event merchandise by Antigua and Wilson Staff purchased at the MST Golf retail outlets at KLGCC will be donated to CARIF.

Additionally, proceeds of a Hole-in-One challenge for spectators, which will offer a prize to own an Isola condominium unit in Subang Jaya worth RM600,000 offered by Sime Darby Properties, will also be donated to CARIF. The contest will be held at Hole 15 of the KLGCC West Course during the tournament.

The Sime Darby LPGA Malaysia will launch officially with a press function tomorrow at the Sime Darby Convention Centre. The tournament will feature a world-class field comprising many of the best golfers in the women’s game currently, including the top 10 players on the Official Money List such as Ai Miyazato, Shin Jiyai and Yani Tseng, World Golf Hall of Fame members Juli Inkster and Se Ri Pak, who will also be part of the tournament field which will battle for the prize purse of US\$1.8 million.

The three-day stroke play event with no cut will ensure that players are in Kuala Lumpur for the tournament duration and the local and regional golf community can catch their favourite golfers in action till the end of the tournament on 24th October.

Tournament tickets can be purchased at Ticketpro outlets, through the Ticketpro Hotline at +603 7880 7999 or online at www.ticketpro.com.my.

For more information on the Sime Darby LPGA Malaysia, please visit the event website - <http://simedarwinlpgamalaysia.com/index.php>.

Fans can follow the event on Facebook – <http://www.facebook.com/pages/Sime-Darby-LPGA-Malaysia/133534379995100?ref=sgm> and Twitter - <http://twitter.com/simedarwinlpga>.

ENDS

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Patron: YM Tunku Tan Sri Dato’ Seri Ahmad Yahaya

Trustees: YABhg Toh Puan Dato’ Seri Dr Aishah Ong (Chairman), YTM Tengku Datuk Seri Ahmad Shah Al-Haj ibni Almarhum Sultan Salahuddin Abdul Aziz Al-Haj, Encik Alan Hamzah Sendut, Ms Lim Siew Lian, Encik Abdul Hamid Ibrahim, Tan Sri Dato’ Gan TL, Dato’ Anne Eu

Ticketing details

Tournament Dates	Ticket Types	Ticket Price*
22 October 2010 (Friday)	Single Day Ticket	RM 20
23 October 2010 (Saturday)		
24 October 2010 (Sunday)		
22 - 24 October 2010	Seasonal Ticket	RM 50
Other discounts and concessions:		
▪ Free entry for children aged 6 years and below.		

* Ticket price does not include GST, ticketing fee, booking fee and other administrative fees charged by Ticketpro.

Where to purchase tickets

- Ticketpro outlets
- Ticketpro hotline at +603 7880 7999
- Ticketpro online at www.ticketpro.com.my

Event Details

Player Field: The qualification criterion for the Sime Darby LPGA Malaysia caters for a maximum number of 60 players. There will be no cut, so all golfers will play the full 54 holes. Those invited to participate will be the:

- Top 50 players from the Official Money List (as of 5 October, 2010)
- Ten Sponsors' Exemptions

Format: 54-hole stroke play event, with no cut

Prize Purse: US\$1.8 million

About Sime Darby Berhad

Sime Darby is a Malaysia-based diversified multinational involved in key growth sectors, namely, plantations, property, motors, industrial equipment, energy & utilities and healthcare. With a workforce of over 100,000 employees in over 20 countries, Sime Darby is committed to building a sustainable future for all its stakeholders. For more information on Sime Darby Berhad, please log on to www.simedarby.com

About IMG Sports & Entertainment

Operating in 30 countries, IMG Sports & Entertainment's diverse businesses include: consulting services; event ownership and management; fashion events and models representation; licensing; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic and action sports. IMG Academies are the world's largest, multi-sport training and educational facilities, delivering world-class training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year.

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More information about IMG is available at www.imgworld.com

About Cancer Research Malaysia

Cancer Research Malaysia (formerly known as Cancer Research Initiatives Foundation) is the first independent cancer research organization in Malaysia. Cancer Research Malaysia conducts research to identify better ways to prevent, detect and cure cancer for Malaysians. Cancer Research Malaysia is committed to ensuring that at least 90% of funds received are spent on research. Cancer Research Malaysia researchers work closely with experts worldwide to fight cancers that occur in Asia as well as globally.

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