



Media Release

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Australian Masters Announces JBWere as new Naming Rights Sponsor

IMG, owner and promoter of the Australian Masters today announced JBWere, one of Australia's most prestigious wealth management companies, as its major partner, seeing the event become the JBWere Masters.

David Rollo, Vice President-Director of Golf, IMG Australia was delighted to announce the new naming rights sponsor:-

"JBWere is regarded as one of Australia's pre-eminent investment and wealth management companies and we are excited to form an alliance and marketing partnership with a brand and organisation that enjoys such a wonderful tradition and business reputation.

"Our recently implemented vision for the event in adopting a venue rotation policy and delivery of some of the world's greatest international golfing talent is built around 'best in class' presentation and delivery. We are extremely pleased and proud to have a senior partner that shares a similar commitment to excellence," Mr Rollo said.

The JBWere business and brand has been bolstered by the recent announcement that it will operate under a strategic partnership between the National Australia Bank and Goldman Sachs JBWere, some of the biggest names in local and international banking and investment.

Paul Heath, Managing Director and CEO of JBWere, believes it was fitting for the company to be associated with such a prestigious sporting event, "Both JBWere and the Masters have proud histories. Now in its 31st year, the JBWere Masters is an Australian sporting institution associated with such famous golfing names as Ian Baker-Finch, Greg Norman and now Tiger Woods and Geoff Ogilvy. Likewise JBWere is a 169-year old Australian brand, synonymous with first class investment and wealth management advice.

"We're proud to sponsor an event that brings together the very best that Australia and the world has to offer. That's exactly what we do for our clients so it seemed a natural fit for JBWere," Mr Heath said.

The 2009 JBWere Masters will be held at Kingston Heath Golf Club from 12 – 15 November.

Joining world number one Tiger Woods and Geoff Ogilvy will be a host of Australian talent including Robert Allenby, Stuart Appleby, Aaron Baddeley, Mat Goggin, Marc Leishman, John Senden, Adam Scott, Michael Sim and defending champion Rod Pampling.

JBWere headlines a very strong commercial programme for the JBWere Masters with additional partners in Crown Limited, Herald Sun, Holden, Accenture, Gatorade, Imperial Leather, The Langham Melbourne, Spotless, Strategic Aviation, Tag Heuer, Drummond Golf, Amadio Wines, Coopers, Titleist, 3AW and 1116 SEN.

The JBWere Masters will be broadcast on the Nine Network and FOX SPORTS on each of the four tournament days.

For more information on visit:
www.australianmasters.com.au

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