



Media Release

Monday 16th September 2013

WOLF BLASS TO PARTNER WITH THE AUSTRALIAN MASTERS AND WORLD CUP OF GOLF

Event owner and promoter, IMG, today announced premium winery, Wolf Blass, as the official wine supplier for the Australian Masters for the next three years. Wolf Blass will also be the official wine of the 2013 World Cup of Golf to be staged at The Royal Melbourne Golf Club from 21-24 November.

The long term partnership with the Australian Masters will see Wolf Blass wines promoted via various branding and engagement programs. Wolf Blass wines will be served exclusively across all corporate hospitality facilities, official functions and the Wolf Blass bar at The Royal Melbourne Golf Club.

Managing Director of Wolf Blass, Simon Marton said "Wolf Blass is thrilled to come on board as Official Sponsor and Official Wine for the Australian Masters and World Cup of Golf.

"We are excited to share the Wolf Blass experience and wines with golf fans at these world class events with a Wolf Blass Bar leading our sponsorship activation.

"Wolf Blass is acclaimed for its 40 plus year history of producing wines of character, quality and consistency having won over 3,000 awards since its launch and is the only brand to have won four Jimmy Watson trophies." said Mr Marton.

Vice President-Director of Golf, IMG Australia, David Rollo, said, "IMG is delighted to introduce Wolf Blass as the official wine sponsor of the Australian Masters and World Cup of Golf.

An alliance with these prestigious events will offer Wolf Blass the opportunity to further enhance its stature as one of the world's great wine labels. Positioned as premium and a truly global sport, golf offers Wolf Blass communication of its brand message to key audiences across the globe, including the UK, Australia, EMEA, the Americas and Asia/China.

Given the well-known appreciation for fine wine by both professional and amateur golfers alike, IMG is pleased to help promote the Wolf Blass range of world class wines to golf and sporting devotees. Helping to showcase Wolf Blass' deep commitment to sporting activities enjoyed and revered by its customers," said Mr Rollo.

ABOUT THE AUSTRALIAN MASTERS

The Australian Masters will be played for the first time in its 35-year history at The Royal Melbourne Golf Club from 14 – 17 November. The event will feature defending champion, 2013 Masters champion and world #2 Adam Scott and six time PGA TOUR winner and world #6 Matt Kuchar.

The Seven Network will broadcast live national coverage of the Australian Masters on all four days from 12.30pm-5.30pm. Tickets to the 2013 Australian Masters start at \$29 and are available via www.australianmasters.com.au

ABOUT THE WORLD CUP OF GOLF

The World Cup of Golf will be played the week after the Masters at Royal Melbourne from 21 – 24 November. 60 players from over 30 countries will vie for the World Cup which will be played as an individual event with concurrent team competition. Melbourne will welcome some of golf's biggest international stars including Matt Kuchar (USA), Matteo Manassero (Italy) and Thongchai Jaidee (Thailand), with more major names to be announced in the lead up to the event.

The World Cup will be broadcast to over 200 countries and territories worldwide across 800 million homes. Tickets to the 2013 World Cup of Golf are available from www.ticketmaster.com.au.

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ABOUT IMG

IMG Worldwide is a global sports, fashion and media business, with nearly 3,500 employees operating in 30 countries around the globe. IMG's areas of expertise are diverse and wide ranging: IMG College; IMG's Joint Ventures in China, Brazil, India and Turkey; IMG Media; IMG Events and Federations; IMG Golf and IMG Tennis, IMG Fashion; IMG Models; IMG Art+Commerce; IMG Clients; IMG Academy; IMG Consulting and IMG Licensing. More information is available at www.imgworld.com Follow us on Twitter: http://twitter.com/#!/IMG_Worldwide and Facebook: <http://www.facebook.com/pages/IMG-Worldwide/>.

ABOUT WOLF BLASS

Wolf Blass was established in the Barossa Valley in 1966 and has grown from a humble tin shed to become one of the world's most successful and awarded wine brands. A recipient of more than 3,000 medals and trophies at national and international wine shows, the essence of Wolf Blass wines is exemplified through the passion of its custodians past and present as they continuously strive to produce wines of quality, character and consistency. Visit www.wolfblasswines.com.au