



SINGAPORE CRICKET CLUB ANNOUNCES NEW PARTNERSHIPS FOR WORLD-FAMOUS SCC SINGAPORE RUGBY 7S

- Singapore Sports Council supports SCC in bringing South East Asia's premier home-grown sports tournament to an international audience for the first time

- World Sport Group, AXN and Grayling announced as new partners

SINGAPORE, XX AUGUST 2010 – The Singapore Cricket Club, one of Asia's leading sports and social clubs, is launching the 2010 Singapore Cricket Club International Rugby 7s with several new corporate and media partnerships. For the first time ever, Singapore's oldest sports tournament will be broadcast internationally, with the Singapore Sports Council supporting SCC's commitment to developing the international and regional reach of a home-grown tournament which has its roots firmly set in Singapore. The Singapore Sports Council has assisted with the funding of a partnership with official broadcast partner, World Sport Group, and are currently in talks to broadcast the tournament 'Live' on local Singapore cable television.

Leading English general entertainment pay-TV channel AXN Asia, a network under Sony Pictures Entertainment, has come on board as the tournament's first-ever non-sport television partner.

Grayling, a leading sports and lifestyle public relations consultancy, has been appointed to manage communications for the event.

Peter Hutton, Chairman, SCC Singapore Rugby 7s organising committee, said: "We are delighted to announce several new and exciting partnerships with industry-leading media and communications groups, as well as the Singapore Sports Council. We are committed to making the event a viable broadcasting platform and these collaborations will undoubtedly raise the SCC Singapore Rugby 7s to new heights across the region.

"The event consistently attracts regional corporate partners and sponsors who see the international appeal of the tournament and the famous accompanying pitch-side party as the ideal platform for their brand. We look forward to continuing to develop relationships with new partners in the near future."

With the number of participating top-class national and invitational club teams from across the world increasing for the 2010 Tournament, World Sport Group, Asia's leading sports marketing, media and events management company, will produce highlights packages to be aired across Asia Pacific. Grayling will provide strategic PR consultancy, media relations and comprehensive digital implementation, to increase awareness of the tournament amongst sports fans, rugby enthusiasts and festival-goers across the region.

AXN Asia, the destination channel for the best in action and adventure, will partner with the tournament to promote the unique pitch-side party atmosphere and activities that



have made the SCC 7s a true lifestyle and party event which will resonate well with the channel's core audience.

The 2010 SCC 7s will take place from Friday 5 to Sunday 7 November, at a purpose built festival arena at the Padang, capable of holding over 7,000 fans. Each day will see international rugby 7s teams compete, while fans revel in the festival atmosphere of the pitch-side party.

Tickets are on sale at www.sccrugbysevens.com and are priced at \$50 for three days for an adult and \$25 for three days for under 18s.

Notes to Editors

About the Singapore Cricket Club International Rugby 7s

The Singapore Cricket Club International Rugby 7s is organised by the Singapore Cricket Club and is one of the oldest international invitational team sports events in Asia. What began as a humble tournament for Singaporean and Malaysian teams in the 1940s has grown to be regarded as a spectator friendly tournament with high playing standards. The mission of the tournament is to attract leading international and regional rugby teams, to provide a great spectator event and to further enhance the prestige of the Singapore Cricket Club. Surplus funds from the tournament are used for the development of rugby in Singapore, with a focus on youth rugby at schools and at grassroots level. The Singapore Cricket Club itself is one of Asia's oldest sporting clubs and is the second oldest sports club in Singapore, junior by 10 years to the Singapore Sporting Club, now the Singapore Turf Club. The Singapore Cricket Club has a total of 13 sporting sections under its umbrella and some 3000 members. The Singapore Cricket Club is located at the magnificent Padang in the heart of Singapore's business district.

For more information, please contact:

Peter McFeely

Grayling

+65 6325 4606

peter.mcfely@grayling.com