

STEFFEN PETERS DRESSAGE DEMONSTRATION ADDED TO LONGINES MASTERS OF LOS ANGELES PROGRAM

EEM and Olympic Dressage Rider Will Bridge the Gap Between Disciplines During Longines Masters of Los Angeles CSI5 Show Jumping Competition*

LOS ANGELES, CA (July 27, 2015) – EEM is proud to announce a world class dressage demonstration at the upcoming American leg of the Longines Masters series in Los Angeles, October 1-4. Local California Olympian and recent Pan American Games individual and team Gold medallist Steffen Peters will showcase all that the sport has to offer, teaching fans and spectators about another discipline of equestrian sports.

“Though we both share our competition rings with equine athletes, Dressage and Show Jumping are often considered completely separate,” said Peters. “I am thrilled to be taking part in the Longines Masters of Los Angeles to show fans the balance, strength, flexibility and accuracy of this sport, and show that we are united by more than our mutual passion for these beautiful animals.”

The Dressage Demonstration by Steffen Peters will take place on Friday, October 2nd and Saturday, October 3rd and will feature a presentation explaining the sport, his approach, and his movements with the horse. The description will be brought to life with a Kür Grand Prix Freestyle to give spectators an example of Dressage competition.

“We strive to offer the best of our sport at the Longines Masters,” said EEM Founder and CEO Christophe Ameeuw. “With the addition of this program, we are delighted to welcome not only top-ranked international Show Jumpers, but also one of the most successful American Dressage riders of our generation. We are thrilled that Steffen Peters will be joining us to shed light on this amazing sport to our public.”

DETAILS

WHAT: Dressage Demonstration by Steffen Peters

WHEN: Friday, October 2, 2015 and Saturday, October 3, 2015

WEBSITE: http://www.mastersgrandslam.com/en/longines_masters_los_angeles

TICKETING: Tickets are available at <http://www.mastersgrandslam.com/en/ticketing>

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ABOUT THE LONGINES MASTERS

Established in three of the biggest cities—Los Angeles, Paris and Hong Kong—the Longines Masters series is recognized by the FEI Fédération Equestre Internationale and is one of the most prestigious equestrian competitions worldwide. Created by EEM, the concept of the Masters was born in 2009 with the first edition of the Gucci Paris Masters, now renamed the Longines Masters of Paris. Inspired by the Grand Slam tournaments in tennis, the circuit rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014.

The world's best riders and horses will compete for one million dollars in prize money at each leg of the series. In addition, any rider who consecutively wins the Longines Grand Prix in Paris, Hong Kong and Los Angeles will be rewarded with one million euros Master Grand Slam Bonus. For two successive victories, the rider will be

awarded €500,000, and winners of two non-successive victories within a series of three Longines Grand Prix will receive a €250,000 bonus.

EEM's objective is to create emblematic events that showcase the magic of show jumping and put equestrian sport in the international spotlight. These events are broadcast in more than 120 countries and reach almost 550 million viewers. Every edition of the Masters is a monumental event that brings together sports enthusiasts, amateurs, celebrities and corporate decision-makers from around the world, who come to enjoy a unique experience, boasting exceptional sport, entertainment, glamour, gastronomy and contemporary art.

- Longines Masters of Los Angeles October 1 to 4, 2015
- Longines Masters of Paris December 3 to 6, 2015
- Longines Masters of Hong Kong February 19 to 21, 2016

For more information please visit: www.mastersgrandslam.com

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