



FOR IMMEDIATE RELEASE

Longines Masters of Los Angeles Rides Into Long Beach with Star-Studded Opening Gala



Four Action-Packed Days of Show Jumping Competition, Polo Exhibitions, Live Music, Luxury Shopping and More Kicked Off to Enthrall and Dazzle Spectators

LOS ANGELES (Sept. 29, 2016) – The Long Beach Convention Center opened its doors for the start of the 2016 Longines Masters of Los Angeles today, one of the most prestigious equestrian events in the world that brings together the top riders for four days of competition. As the elite-level riders and horses kicked off season two of the Longines Masters Series, guests were treated to adrenaline-charged competition, live entertainment, and a marvelous Opening Gala.

“Today was the kickoff of the 2016 Longines Masters Series and we have hit the ground running,” said Christophe Ameeuw, CEO and Founder of EEM. “We’ve already seen elite-level riding and jumping, and it’s only been one day. Guests can expect the next three days to continue delivering action-packed excitement through equestrian sport. It’s only just the beginning.”

Athletes from around the world competed in the first day of heart-pounding show jumping competition across three levels. In the Olympic-level, CSI 5* Masters



class, Emanuele Gaudiano and Guess 6 took home the KTLA Trophy after finishing the course with the winning time of 66.26. Hilary McNerny and Vitesse won the CSI 2* Prestige PRG Trophy, while Hanna Mauritzon and Parkmore won the Engel & Völkers Trophy. Amelie Bitrar and Beirut, and Jessica Sullivan Allen and Little Annie claimed top spots in the first day's National class events.

During the evening, guests were invited to celebrate at the Opening Gala, hosted by chart-topping rapper and horse enthusiast **Iggy Azalea**.

Equestrian superstars rubbed elbows and sipped Barons de Rothschild champagne with Hollywood glitterati including actress and rider **Kaley Cuoco and Guillaume Canet**, and French singer **JAIN** brought the house down with a live musical performance. **Santi Serra** also treated guests by demonstrating the beauty and grace of the horse's movement with one of his famous Sercam Shows, a performance of natural dressage that exhibits the relationship and trust between human and animal.

The 2016 Longines Masters of Los Angeles will continue over the next three days at the Long Beach Convention Center. The jam-packed weekend includes the La Martina Polo Exhibition, more live music, dressage demonstrations, and much more.

Open throughout the event, the Prestige Village offers the ultimate shopping experience, showcasing the equestrian tastes and styles from the world's leading luxury brands. Longines, the Title Partner and Official Timekeeper of the event, will present the Official Watch of the Longines Masters of Los Angeles, the Longines DolceVita Steel and Gold. Guests can discover this timepiece and many others in the Longines Boutique located in the Prestige Village. Between classes, spectators have the opportunity to browse Jonathan Adler's equestrian-chic home style and exquisite handbags from Mark Cross, the oldest American luxury brand and original saddle maker. Sam Edelman launched a limited-edition Masters Collection of ballerina flats, drawing the crowds to their pop-up in the Village.

Additional exciting sports that are still to take place include the Longines Speed Challenge, the Emirates Gold Cup, the Pro-Am for Charity, and the main event: Sunday afternoon's Longines Grand Prix.

To purchase tickets for the remaining events of the 2016 Longines Masters of Los Angeles, visit <http://www.longinesmasters.com/en/ticketing>. Catch the American Leg of the Grand Slam Indoor of Show Jumping when the Longines Grand Prix and Longines Speed Challenge air on the CBS Sports Network on Monday, Oct. 3 at 9 p.m. ET/6 p.m. PT. Prepare to be enthralled by world-class show jumping with the best horses in the world and champion riders.



Photos are available at: <https://we.tl/KC84AJcNMS>

Photo Credit: Bernstein Associates for EEM

B-roll of Guillaume Canet competing:

<https://www.dropbox.com/s/yj3yqwlkkjz30r7/GC2.mp4?dl=0>

B-Roll:

ftp.limetreeproductions.tv

Username: limetreec-BROLL

Password : LonginesMasters2016

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ABOUT THE LONGINES MASTERS

Established in three of the world's most iconic cities — Los Angeles, Paris and Hong Kong — the Longines Masters Series, “Grand Slam Indoor of Show Jumping” is renowned as one of the most prestigious equestrian events in the world.

Created by EEM and inspired by the Grand Slam tennis tournaments, the Series rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014. In 2015, the intercontinental trilogy became the Longines Masters.

Presented by EEM and recognized by the FEI, the “Grand Slam of Indoor Show Jumping” is the ultimate challenge, with two levels of prizes:

The Super Grand Slam, a bonus of 2.25 million Euros for winning 3 consecutive Longines Grand Prix in the same season: Los Angeles, followed by Paris and then Hong Kong.

The Grand Slam: a bonus of 1 million Euros for three successive victories in the Longines Grand Prix from one season to the next, (ex: Paris > Hong Kong > Los Angeles, or Hong Kong > Los Angeles > Paris.)

These events are broadcast in more than 120 countries and reach up to 550 million households. Every edition of the Longines Masters is a must-attend event bringing together top-level athletes and amateurs alike, celebrities and corporate decision-makers from around the world, all who come to enjoy a unique experience created by exceptional moments in sport, entertainment, glamour, gastronomy and contemporary art.

Save the dates for the season two:



- Longines Masters of Los Angeles: 29 September-2 October, 2016
- Longines Masters of Paris: 1-4 December, 2016
- Longines Masters of Hong Kong: 10-12 February, 2017

ABOUT EEM

EEM CEO and Founder Christophe Ameeuw and his team have set no less a goal than to reinvent the sport of show jumping. For over ten years they have been dedicated to bringing equestrian sports to the international front stage. Inspired by the legendary tournaments of the tennis Grand Slam, EEM gathers under one roof the best of show jumping, entertainment and lifestyle experience. 2009 was a crucial milestone for EEM with its revival of the “Jumping de Paris” and the creation of the Paris Masters. EEM then set off to conquer new continents, with an Asian edition which took place in Hong Kong in 2013, followed in 2014 by the first American stage of the Longines Masters in Los Angeles. In 2015 the intercontinental trilogy of which EEM is the creator, owner and organizer, became the Longines Masters “Grand Slam Indoor of Show Jumping”.

ABOUT LONGINES

Based in Saint-Imier, Switzerland since 1832, the watchmaking expertise of Longines reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as the official timekeeper for world championships and as a partner of international sports federations. Over the years, Longines has forged solid and lasting ties with the sports world. Known for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world’s leading manufacturer of timekeeping products. Featuring the winged hourglass as its emblem, the brand operates in more than 150 countries.

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