



LONGINES MASTERS

EEM ANNOUNCES LONGINES AS TITLE PARTNER FOR THE MASTERS SERIES ON THREE CONTINENTS

American Leg Will Kick Off the 2015/2016 Longines Masters Series as the World's Best Show Jumpers Converge in Los Angeles October 1st to 4th to Compete for Over \$1 Million

LOS ANGELES, CA (June 23, 2015) - EEM is proud to announce that the Swiss watchmaker Longines will become the official title partner of the Longines Masters series on three continents, with elite equestrian events in Europe, Asia and America. The Longines Masters of Los Angeles will kick off the 2015/2016 series as the world's top show jumpers and equine athletes compete for \$1 million in prize money at the Los Angeles Convention Center October 1st to 4th.

Last year's inaugural event was a tremendous success and immediately rated as the number one indoor show jumping competition according to the North American Riders Group. The Longines Masters of Los Angeles will once again bring together 30,000 spectators for four unforgettable days of top-level equestrian sport, heart-pounding emotion, and an unparalleled class of entertainment and glamour.

Tickets to this must-attend event can now be purchased at Longines Masters of Los Angeles to witness each day's key class highlighting a different aspect of the sport.

Friday showcases speed with the **Longines Speed Challenge**, considered to be the world's fastest class. Created in 2010 by EEM, it puts the speed, agility, power and precision of the riders and horses center stage. Faults are less heavily penalized than usual, giving free rein to speed, and resulting in an intense and highly entertaining race against the clock.

Saturday is the day of glamour, entertainment and generosity with the **Gucci Gold Cup** and the **Charity Pro-Am Style and Competition**, in which riders and celebrities dress up to raise money for charity partners. Each team will be judged on the number of penalties over the fences, the team's style and elegance, as well as the horse's style. Last year, the competition featured celebrity riders including Kaley Cuoco, Jessica Springsteen, Jennifer Gates, and Hannah Selleck, as well as Olympic champions such as Laura Kraut, Rodrigo Pessoa, Beezie Madden, Los Angeles rider Will Simpson, and many more.

Sunday is about elite performances with the **Longines Grand Prix**, an Olympic-level class with a course featuring jumps up to 1.60m in height, rounding off the second edition of the Longines Masters of Los Angeles. This Grand Prix will be particularly important for legendary British rider John Whitaker, who won the Asian leg of the circuit, the Longines Grand Prix of Hong Kong, and now has the chance of going home with the €500,000 Grand Slam bonus if he wins the Los Angeles Grand Prix as well.

Alongside the major classes, the Masters will also welcome the USA's best junior, amateur and professional riders for the **Prestige Trophy** and **Invitational Trophy** classes, where the stars of tomorrow will rub shoulders with world champions of today.

In addition to the competition, spectators can attend a magnificent dressage exhibition and Master Classes given by the best international riders, dine on refined cuisine from two Michelin-star chef Yves Mattagne, and enjoy live music in the exquisite lounge; additionally, they can explore the Prestige Village with its Kids Corner and shops from exclusive international partner brands.



LONGINES MASTERS

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 1st to 4th 2015
- Longines Masters of Paris December 3rd to 6th 2015
- Longines Masters of Hong Kong February 19th to 21st 2016

ABOUT LONGINES

Longines has been based in Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as the official timekeeper of world championships and as a partner of international sporting federations. Over the years, Longines has established solid, long-term relationships with the sporting world. Renowned for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world's leading manufacturer of horological products. Using the winged hourglass as its emblem, the brand has outlets in over 140 countries. www.longines.com

ABOUT EEM

Reinvent Show Jumping! What an ambitious goal Christophe Ameeuw and his team at EEM have set for themselves! For over ten years they have been dedicated to bringing equestrian sports to the international front stage. Inspired by the Grand Slam in tennis and its legendary tournaments, EEM gathers under one roof the best of the sport, entertainment and glamour.

2009 was a crucial milestone for EEM with the revival of the Jumping de Paris and the creation of the Gucci Paris Masters, as it marked the beginning of their international development. EEM then set off to conquer new continents. An Asian edition took place in Hong Kong in 2013, followed in 2014 by the first American stage of the Longines Masters in Los Angeles. This first edition on the American continent was welcomed by renowned sports channel ESPN with the headline "The Next Big USA Sport".

In 2015 the intercontinental trilogy becomes the Longines Masters, presented by EEM.



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