

EMIRATES, CANADIAN PACIFIC, OPERA GALLERY, HERMÈS, AND ARTEMIDE JOIN AS PARTNERS OF THE SECOND EDITION OF THE LONGINES MASTERS OF LOS ANGELES ON OCTOBER 1-4, 2015

Los Angeles, CA, August 26, 2015 – EEM, creator and organizer of the Longines Masters series, today announced its partnerships for the second annual Longines Masters of Los Angeles, including luxury brands such as Emirates, Canadian Pacific, Opera Gallery, Hermès Sellier and Artemide. These prestigious partners join previously announced Longines and Gucci. During the event October 1-4, 2015 at the Los Angeles Convention Center, visitors will immerse themselves in culture and luxury as they receive a front-seat view of the glamour of Hollywood combined with an unparalleled level of competition.

Emirates will be the exclusive airline partner of the Longines Masters of Los Angeles. Emirates will transport more than 50 of the world's best equine athletes competing in the Longines Masters of Los Angeles. During their 11-hour journey from Liege airport in Belgium, the horses will be accompanied by a professional groom and a vet to ensure that they arrive in the best physical condition possible. After being unloaded from the Boeing 777 Emirates Cargo plane, the athletes will caravan down the 405 and arrive at the Los Angeles Convention Center, where they will be escorted into the stables built underneath the Convention Center and remain in quarantine for 48 hours before uniting with their American teammates.

Additionally, Opera Gallery will once again serve as the official art partner of the Longines Masters of Los Angeles and showcase its breadth of exquisite pieces that have been curated to reflect the strength and spirit of the Masters. Displayed at the heart of the Longines Masters of Los Angeles' Prestige Village, the artwork will showcase a selection of diverse contemporary masterpieces by various international artists, creating a unique interaction between the public and these magnificent life-sized works of art.

Artemide aesthetics will be weaved throughout the event, including the VIP Hermès Lounge, where guests can mingle and enjoy many competitions including the Canadian Pacific Grand Prix, Gucci Gold Cup, and Longines Grand Prix.



LONGINES MASTERS

LOS ANGELES

DETAILS:

The Longines Masters of Los Angeles

October 1st to 4th 2015

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

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

ABOUT THE LONGINES MASTERS

Established in three of the biggest cities - Los Angeles, Paris and Hong Kong - the unique Longines Masters series is recognized by the 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. In 2015, the circuit was renamed the Longines Masters, this term covers all legs of the series.

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 Masters Grands Prix in Paris, Hong Kong and Los Angeles will be rewarded with one million euros Masters 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 Masters Grand Prix will receive a €250,000 bonus.

These events are broadcast in more than 120 countries and reach almost 550 million viewers. Every edition of the Longines Masters is must-attend 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

EEM USA

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LONGINES MASTERS

LOS ANGELES

ABOUT EEM

To reinvent Show Jumping! What an ambitious goal EEM CEO and Founder Christophe Ameeuw and his team 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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