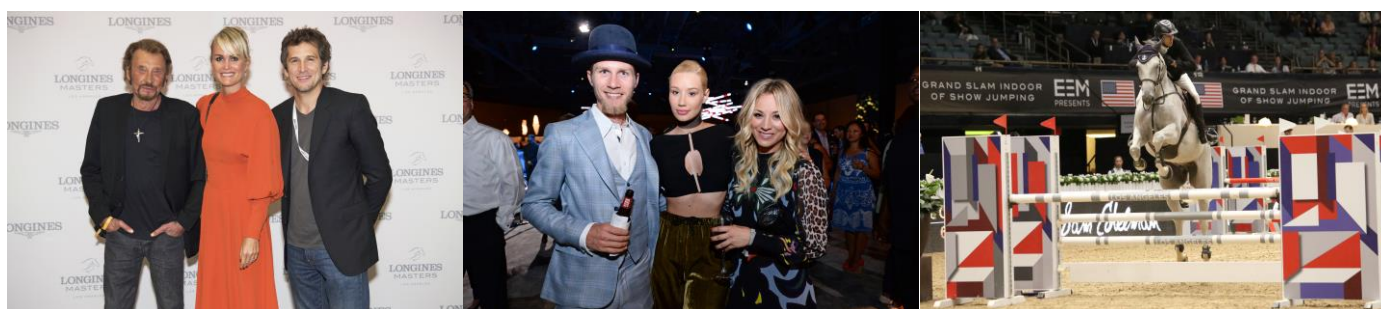


Communiqué de presse

5 octobre 2016

Outstanding Start to the 2016-17 Longines Masters Grand Slam of Indoor Show Jumping Intercontinental Series

For four days, the Long Beach Convention Center in Los Angeles rocked with excitement for the Longines Masters, one of the most prestigious equestrian competitions in the world. This weekend combined a sporting event with West Coast glamour: top equestrian competition, live entertainment, renowned riders, gourmet meals, and grand gala with many French and international celebrities enjoying the show. Rich in emotion, the Longines Masters of Los Angeles gets the ball rolling for the second leg of the three continent series, taking place in Paris from December 1 to 4, 2016, and which will conclude in Hong Kong from February 9-12. Relive the best moments from Los Angeles in pictures!



Please find [HERE](#) a link for video “best-of Longines Masters Los Angeles” (@EEM)

Please find [HERE](#) a link for photos (copyright on photos)

The Long Beach Convention Center hosted for the first time the Longines Masters of Los Angeles, from September 29th to October 2nd, 2016. The best international riders both professionals and amateurs (153 participants from 25 different countries) competed in equestrian prowess. The 50,000 visitors were thrilled to see **show jumping Olympic medalists** just back from the Rio 2016 Olympic Games.

Beyond the sporting success, the Longines Masters Los Angeles also kept its promise to wow visitors with the exceptional **spectacle, glamour and entertainment!**

The gala evening which concluded the first day set the tone by bringing together local and international stars in an exceptional setting. Hosted by rapper and famous **Australian model Iggy Azalea**, this launch was attended by the elite riders and celebrities who toasted with glasses of Champagne Barons de Rothschild while **the young French singer Jain** gave an outstanding concert and Santi Serra offered an unusual show of dressage. The Longines Masters celebrated its participants, including **Guillaume Canet, Ariana Rockefeller, Hannah Selleck, Georgina Bloomberg and Olympic riders** such as Scott Brash. American stars who are also passionate equestrians who attended the event include actresses **Kaley Cuoco and AnnaLynne McCord**.

The second day was marked by the impressive Longines Speed Challenge won by Californian based Egyptian rider Nayel Nassar, with the French Olympic champion **Kevin Staut** in second, cheered on by an enthusiastic audience which included: **Johnny Halliday and his wife Laetitia, the star couple Kaley Cuoco and Karl Cook, Nick Bateman, the French Maxim Nucci, Rocky Barnes, William Shatner, Selma Blair and James Caan**. Hollywood came out to support the riders, while delighting in dishes from **2 Michelin star chef Yves Mattagne**. Following the exciting competition guests were treated to the equestrian show choreographer Santi Serra and musical entertainment by the Pendleton sisters, DJ Jérémie and Tall Tree.

Saturday evening was dedicated to the prestigious event and crowd-pleaser, the famous **Pro-Am Style & Competition for Charity**, a “costumed” race pairing professional and amateur riders which raises funds for various causes. This class was a “fun for the whole family” event leading up to the high-action Emirates Gold Cup which was brilliantly won by a sweep of the French **on the podium consisting of Julien Epailard, Simon Delestre and Kevin Staut**.

EEM PRESENTS THE NEXT SEASON OF
THE LONGINES MASTERS


LOS ANGELES
SEPT 29-OCT 02 2016
LONG BEACH CONVENTION CENTER


PARIS
DECEMBER 01-04 2016
PARIS NORD VILLEPINTE


HONG KONG
FEBRUARY 10-12 2017
ASIAWORLD-EXPO

WE RIDE THE WORLD

WE RIDE THE WORLD

Finally, the thrilling Sunday closed this superb competition with the highly anticipated **Longines Grand Prix** won by Germany's **Daniel Deusser**. Deusser is now off to try to win the next two grand prix in the series for the new Super Grand Slam Bonus of 2.25 million euro. Also impressive was the **performance of Guillaume Canet** who ended his weekend with winning the EEM Grand Prix, despite the fact that he met his horse only four days before. While enjoying Los Angeles, Guillaume Canet is happy to head to his home turf to compete with the support of his Parisian fans in the second stage of the series of the Longines Masters, December 1st to 4th. About this series that is close to his heart, he commented, *"This competition allows me to be among the best riders in the world. What an experience! This is a very well organized tour, with beautiful courses by a great designer in a perfect infrastructure, with a great atmosphere. I love this series. I think increasingly it will endure as it has set the bar very high this year."* The rider knows this is the top level of international competition, and is in fine form in recent months with a string of good results. He looks to step it up in the future, *"I will persevere in the Grand Prix 2 *, but with more consistency why not get into the 3 * and 4 *. If I have a good year, we'll see!"*

Throughout the event, the **Prestige Village** offered an ultimate shopping experience, featuring equestrian lines and styles from the world's leading luxury brands. Longines, the official timekeeper and title sponsor of the event, presented the **official watch** of the Longines Masters of Los Angeles, the Longines DolceVita Steel and Gold.

The Longines Masters of Los Angeles has offered **four days of marvel, between sport, art, fashion, music and gastronomy**, an event that CEO and founder of EEM, **Christophe Ameeuw** applauded for its success: *"We are proud to say that Season 2 of the Longines Masters series has already left its mark in the equestrian community, raising the level of sporting excellence. The Longines Masters has become one of the most important events in the world and I want to thank the riders, the teams and especially the public who made it happen. We Ride the World!"*

Now, eyes turn to **Paris**, where the Longines Master series will make its next stop, **from December 1st to 4th**. An exceptional and much-awaited rendez-vous!

Don't miss the next stage of the Longines Masters Paris. Please visit <http://www.longinesmasters.com/en/ticketing>

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: September 29-October 2, 2016
- Longines Masters of Paris: December 1-4, 2016
- Longines Masters of Hong Kong: February 10-12, 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 Gucci 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".

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WE RIDE THE WORLD

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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