



## One World Sports/America One Television Secures Broadcast Coverage for OneAsia

Asia Pacific's first consolidated professional tournament to be carried live in the USA

**Houston; Singapore, March 26, 2010.** World Sport Group, the global media and marketing partner of OneAsia today announced a three-year deal with America One Television's *One World Sports*, the international sports channel serving more than 35 million U.S. television households, to broadcast the Tour's events.

OneAsia is the first professional golf tour to unite the Asia-Pacific region. The agreement will see all 11 events on OneAsia's 2010 schedule, plus any additional events that will be added this year and beyond broadcast live on *One World Sports*.

"America One's One World Sports delivers top sports from countries around the world to U.S. sports fans looking for the best productions from their home countries," said Preston Bornman, President of America One/One World Sports. "Delivering one of the world's most popular sports to US fans on a live or same day delay is service we provide our viewers," he added.

"Having all OneAsia tournaments showcased to over 35 million households in more than 105 markets in the U.S. is a significant development in our mission to create a truly professional player pathway in Asia," said Ben Sellenger, Chief Executive, OneAsia. "Exposure in the American market widens our international footprint and brings us one step closer to assisting the development of elite players and golf in Asia."

"Our partnership with One World Sports, a network dedicated to showcasing world-class international events, ensures that the very best of professional golf from Asia-Pacific is available to American viewers," said Mark Hardess, World Sport Group's President, ASEAN & Australia. Interest in Asian professional golf has never been higher and we are confident that OneAsia events will make a great addition to the network's quality program line-up and drive an U.S.-based audience for the Tour," he added.

Since the tour was launched last year, OneAsia's tournament schedule has more than doubled in size to 11 events which offer players a multitude of full field million dollar playing opportunities across the region. All 2010 tournaments carry a minimum purse of \$1 million. The OneAsia season will tee-off at the Luxehills Chengdu Open in China on April 1st.

2010 OneAsia Tournaments to be carried by One World Sports:

Date	Tournament	Venue	Prize Money
Apr 01 - 04	Luxehills Chengdu Open	Luxehills International CC, Chengdu, China	US\$1,000,000



Apr 15 – 18	Volvo China Open	Jinji Lake International Golf Club, Suzhou, China	US\$2,500,000
May 06 – 09	GS Caltex Maekyung Open	Namseoul CC, Seoul, South Korea	KRW1,000,000,000
Jun 17 – 20	Seoul Open	Seoul, South Korea	KRW1,000,000,000
Jul	New Event TBA	TBA	US\$1,000,000
Sep 30 – Oct 3	Thailand Open	Bangkok, Thailand	US\$1,000,000
Oct 07 – 10	Kolon-Hana Bank Korea Open	Woo Jeoung Hills CC, Seoul, South Korea	KRW1,000,000,000
Oct 14 – 17	Midea China Classic	Royal Orchid International GC, Shunde, China	US\$1,000,000
Oct 21 – 24	Shandong Gold Cup Championship	Shandong, China	US\$1,000,000
Dec 02 - 05	Australian Open	The Lakes, Sydney, Australia	US\$1,300,000
Dec 09 - 12	Australian PGA Championship	Hyatt Regency, Coolum, Australia	US\$1,300,000

ENDS

*For further information please contact:*

**One World Sports/America One**

Preston Bornman  
+1-713-416-2281  
[pbornman@americaone.com](mailto:pbornman@americaone.com)

**OneAsia**

Janice Lee Fang, PR & Media Manager  
+65 8268 8155  
Email: [jlfang@oneasia.asia](mailto:jlfang@oneasia.asia)

**World Sport Group**

Shyamala Velappan, Corporate Communications  
+65 6826 2688  
Email [s.velappan@worldsportgroup.com.sg](mailto:s.velappan@worldsportgroup.com.sg)



### **About OneAsia**

OneAsia is a non-profit organisation developed to maximize elite tournament opportunities in Asia-Pacific. The Founding members of OneAsia are the China Golf Association, the Korea Golf Tour, the Korea Golf Association and the PGA of Australia. The mission of OneAsia is not just to allow the region's best players to gain access to more events, but to ultimately provide them with an alternative pathway to the PGA Tour and the European Tour, thus retaining the best golfing talent in the region without compromising their development.

<http://oneasia.asia>

### **About One World Sports/America One**

One World Sports is the leader in providing high quality sports programming from around the world. One World Sports can be seen in primetime on America One Television and regional sports networks in the US and Caribbean. As a three screen provider, One World Sports has action for your television and computer, as well as, up-to-date international sports news for your phone. The One World Sports programming includes: rugby league action from England's Super League Rugby and Australia's National Rugby League; soccer from England includes Everton Football Club Channel and Bolton Wanderers Club Channel; Cricket programming; motorsports from around the globe including FIM Motocross, FIM Freestyle and the WTCC; fighting with boxing, MMA and kickboxing; as well as other great sports action from around the world such as sailing with the ROLEX series, field hockey, golf, pool and action sports. One World Sports is a wholly owned subsidiary of America One Television and is your source for international sports in the U.S. and Caribbean.

[www.OneWorldSports.TV](http://www.OneWorldSports.TV)

### **About World Sport Group**

Headquartered in Singapore, World Sport Group is Asia's leading sports marketing, media and event management company, with a roster of football, golf and cricket events. The company has been at the forefront of Asian sport since 1992, featuring almost 600 days of sports events and more than 1000 hours of sports programming annually, across more than 30 countries in the region.

World Sport Group is the exclusive marketing partner of the Asian Football Confederation (AFC), and a major stake-holder in Asian golf as organizer of some of the region's top events including Barclays Singapore Open, the Australian Open and the Mercedes-Benz Tour. The Group is also the global marketing and media partners of the OneAsia Tour and the exclusive global media partner of the Indian Premier League (IPL)

[www.worldsportgroup.com](http://www.worldsportgroup.com)