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ABERDEEN BRUNEI SENIOR MASTERS CONFIRMED FOR 2010

Brunei Tourism and Aberdeen Asset Management are pleased to announce that the Aberdeen Brunei Senior Masters presented by the Stapleford Forum will make a welcome return to the European Senior Tour Calendar in 2010.

Following the success of the 2009 event, Aberdeen Asset Management and Brunei Tourism has today confirmed that the event will once again take place at The Empire Hotel and Country Club, from 1st - 7th March 2010.

An official signing ceremony has taken place at the magnificent Empire Hotel & Country Club in which Sheikh Jamaluddin bin Sheikh Mohamed - CEO of Brunei Tourism, Desmond Acheson, General Manager of The Empire Hotel and Country Club and Harry Owen - Director of Events at the tournament promoters, WSM Sponsorship formally agreed that the event will take place in 2010. In addition, the Empire Hotel & Country Club have demonstrated their commitment to the tournament by announcing a three year sponsorship until 2012.

Commenting on the 2010 Aberdeen Brunei Senior Masters Martin Gilbert, Chief Executive of Aberdeen Asset Management said "After the tremendous feedback we received following last year's event, we very much wanted to stage the event for a second year. Asia continues to be central to our business development and the 2010 event will underscore our longstanding commitment to the region, and to golf."

Sheikh Jamaluddin bin Sheikh Mohamed, CEO of Brunei Tourism also commented on the announcement saying "We are delighted to welcome the European Senior Tour and the 2010 Aberdeen Brunei Senior Masters back to Brunei. It is a great reflection on the country as not only a tourist destination but also a golfing destination. We are very much looking forward to seeing some of golf's top names return in March next year and to have Brunei showcased again on the global ESPN Star network reaching 200 million viewers."

The Empire Hotel & Country Club's championship par-71 course is the flagship for golf in Brunei and first made its mark by being voted 'Asia's Leading Golf Resort' in the *World Travel Awards* and is now an established venue for many golf tournaments. Designed and built by 18-time major winner Jack Nicklaus, the Empire Golf Course is the epitome of championship golf, encompassing lush green fairways and tropical landscapes fringed by jungles with magnificent views of the South China Sea.

-ENDS-

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Notes to Editors:

For further information on European Senior Tour, please visit [www.europeantour.com](http://www.europeantour.com)

*Brunei Tourism is the Tourism Development Department in Brunei's Ministry of Industry and Primary Resources, in charge of the international promotion and marketing of Brunei as a tourism destination of choice, acting as secretariat and executor of **Brunei Tourism Board's** mandate.*

**For more information on Brunei Tourism, please contact:**

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