



MEDIA RELEASE
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The 2008 Australian Open begins with a bang!

Sydney, Australia: The echo of cannon fire across Sydney harbour heralded the launch of the 2008 Australian Open at the historic Sydney landmark, Fort Denison.

This year's championship will give golf lovers and sports fans a 'Major Experience' at Royal Sydney, which will continue building the event's ever-increasing status as one of the premier events in the Asia Pacific region.

Golf Australia Director-Championships Trevor Herden said, "We have a solid foundation for the Open and each year our aim is to create a bigger and better experience for players, sponsors and spectators alike.

"The 2007 Open at The Australian was a great success, attracting more than 41,000 spectators to watch four days of world class golf, culminating in Craig Parry's three-under 69 finish to claim the championship by one stroke.

We will be offering spectators a major experience from the minute they walk into Royal Sydney, right through to the presentation ceremony. . All of this excitement will be set against the picture perfect surroundings of a world class golf course providing an ideal theatre for the introduction of our wonderful new brand."

Earlier this year the New South Wales Government announced an unprecedented strategic partnership between Events NSW and Golf Australia to secure the Australian Open until 2015. The state has become the natural home to a tournament which is renowned as one of Australia's flagship annual sporting events.

Events NSW CEO, Geoff Parmenter said: "The Australian Open will be one of the key sporting attractions in the state's events' calendar. NSW will host the Australian Open for at least the next eight years which endorses Sydney, and NSW, as a home for world class events. We are committed to our long term vision of seeing the tournament become the premier event of its kind in the Asia Pacific region."

This year, the Open is relaunching as a stand alone brand.

Trevor Herden continued: "We are proud to introduce to our new logo which clearly depicts the prestige of the Australian Open It's a contemporary brand with its own distinct visual identity, building long lasting equity for the championship and its partners."

...and the experience will continue off the fairways:

On Friday 12th December, is Myer Ladies Day featuring pamper lounges and the hugely popular Myer fashion shows.

After the great success in 2007, the much anticipated Oakley Stadium Hole will make its return on an even larger scale giving fans the chance to watch the drama unfold on the challenging 17th hole.

All in all the 2008 Australian Open promises to provide a major experience for spectators and our international audience through the Seven Network live broadcast.

Held at The Royal Sydney Golf Club from 11 to 14 December, this year's Australian Open will be the 93rd playing of Australia's greatest golf championship and will provide an exciting finale to the men's calendar on the Australasian Summer of Golf.

Tickets are now available from Ticketmaster outlets, by calling 1300 136 122 or on-line at www.ticketmaster.com.au.

www.australianopengolf.com.au

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