

For Immediate Release

9 June 2008
Phuket, Thailand

Laguna Phuket Invites ESPN STAR Sports Personalities to Play Golf for a Good Cause



ESPN's Here We Go presenter Andrew Leci
High resolution image available at <http://www.lagunaresorts.com/~ftpdm/Pictures/AndrewLeci.jpg>

Fifteen members of the ESPN STAR Sports (ESS) football broadcasting team will visit Laguna Phuket during 25-27 July to support Laguna's CSR initiative to improve conditions at underprivileged schools in neighbouring Phang-nga province.

Following the success of the inaugural ESPN STAR Sports Charity Golf Tournament at Laguna Phuket in March 2007, where THB 500,000 was raised and donated to support HIV positive women and children at Phuket's Life Home Project, the ESS team are enthusiastic to do it again.

This year's event proceeds will be spent upgrading and improving the health and safety standards of a poor school in Phang-nga province that is in desperate need of renovation. This project has been identified and researched by the Laguna Phuket Social Committee, who manage the company's CSR activities.

The line-up of ESS presenters and pundits visiting Laguna Phuket include STAR Sports Nokia **Football Crazy's** presenter Andy Penders and football analyst PJ Roberts; **ESPN's Football Focus' presenter** John Dykes and Andrew Leci of **Here We Go** will be joined by in-house football experts ex-Birmingham City's Paul Masefield, highly-respected pundit Jamie Reeves, Malaysian ex-footballer and renowned sports commentator Shebby Singh and former Hong Kong Rangers footballer Derek Currie. Also joining the line-up is STAR Sports' presenters Paula Malai Ali (**Race Day, Chequered Flag, Score Tonight**), Drinie Aguilar (**Game, Engine Block**), Ally Begg (**Score Tonight, STAR Soccer Saturday**) and Jamie Yeo (**Nokia Football Crazy, Soccer Cities**), and ESPN's Christy Simson (**SportsCenter**), Uday Joshi (**SportsCenter**), and Joy Navkin (**MobileESPN**).



ESPN's Football Crazy's presenter Andy Penders
High resolution image available at <http://www.lagunaresorts.com/~ftpdm/Pictures/AndyPenders07.JPG>

Peter Withe, former English football legend and coach of the Thai national football team, is also confirmed to participate in the golf tournament and be a guest speaker at the dinner. Withe was the first English Aston Villa player to feature in a World Cup Finals squad and was awarded the Football League First Division Top Scorer award in 1980-1981. Apart from the Thailand national football team, he has also managed the Indonesia national team and Wimbledon.

Fans will have the opportunity to meet the ESS team and donate to a worthy cause at the same time. On Saturday 26 July, the celebrities will play in a charity golf tournament at Laguna Phuket followed by a presentation dinner at the Sheraton Grande Laguna Phuket featuring fabulous auction prizes including:

- Tickets, flights & hotel for SingFest on 2-3 Aug
- Match tickets for Premier League Games
- Behind the Scenes Passes for Super Sunday

To enter the golf tournament, (a four-person Texas Scramble format), golfers may choose either a Corporate or Standard Team Package. The Corporate Team Package, priced at THB 30,000, entitles three golfers to play in a team with an ESS presenter/pundit. The Standard Team Package, available at THB 28,000, is for a team of four golfers. Both packages include green fees, caddy fees, snacks and drinks prior to tee-off; dinner tickets; prizes; logo on event banners and backdrops.

Continued...

Co-Sponsor and Non-Golfing sponsorship packages inclusive of dinner tickets are also available. Dinner only tickets are priced at THB 2500 per person, inclusive of wine and beer. Golf Team Packages and dinner tickets will be sold at the Laguna Phuket Golf Club pro-shop, tel. +66 76 324 374.

- End -

Note to the Editor

Laguna Phuket is Asia's finest destination resort, a collection of deluxe hotels: Banyan Tree Phuket, Dusit Thani Laguna Phuket, Laguna Beach Resort, Sheraton Grande Laguna Phuket, Allamanda Laguna Phuket, and the Laguna Holiday Club Resort, which all share 600 acres of tropical parkland and three kilometres of beach frontage with the Laguna Phuket Golf Club, Canal Shopping Village, Banyan Tree Spa, four Angsana Spas, Laguna Wedding Chapel and Quest Laguna Phuket Adventure, a leading corporate training and outdoor recreation facility.

About ESPN STAR Sports

ESPN STAR Sports is a 50:50 joint venture between two of the world's leading cable and satellite broadcasters. As Asia's definitive and complete sports broadcaster and content provider, ESPN STAR Sports combines the strengths and resources of its ultimate parent companies – Walt Disney (ESPN, Inc.) and News Corporation Limited (STAR) – to deliver a diverse array of international and regional sports to viewers via its encrypted pay and free-to-air services.

ESPN STAR Sports showcases an unparalleled variety of premier live sports from around the globe 24 hours a day to a cumulative reach of more than 310 million viewers in Asia. ESPN STAR Sports has 17 networks covering 24 countries, each localised to deliver differentiated world-class premier sports programming to Asian viewers. This includes ESPN Asia, ESPN China, ESPN Hong Kong, ESPN India, ESPN Malaysia, ESPN Philippines, ESPN Singapore, ESPN Taiwan, MBC-ESPN (Korea), STAR Sports Asia, STAR Sports Hong Kong, STAR Sports India, STAR Sports Malaysia, STAR Sports Singapore, STAR Sports Southeast Asia, STAR Sports Taiwan, and STAR Cricket.

Media Contacts

Tel: +66 76 324 060

Fax: +66 76 324 061

Ms Nattira Anakasiri

Public Relations Manager

nattiraa@lagunaphuket.com

Ms Naravadee Swangridht

Public Relations & Advertising

Manager

naravadees@lagunaphuket.com

Ms Debbie Dionysius

Director of Destination Marketing

debbied@lagunaphuket.com

Mr Elgen Kua

Corporate Communications

Manager, ESPN STAR Sports

DID: +65 6216 6034

kuae@espnstar.com

On the ground, the ESPN STAR Sports Event Management Group manages and promotes premier sporting events around Asia. ESPN STAR Sports aims to reach consumers at any time, any place and through all new media platforms, both internet and mobile. The multi-lingual, online platforms, espnstar.com, espnstar.com.cn and espnstar.com.tw and footballcrazy.tv interact with millions of users providing them with in-depth sports news, results and competitions. Developed for the sports fan that is constantly on the move, mobileESPN and STAR Sports Mobile delivers differentiated mobile content targeted at its various audiences. mobileESPN enables the serious sports fan to follow their favourite sports more closely than ever before with a combination of specially produced video news clips, in-depth news coverage and analysis. STAR Sports Mobile aims to provide interactive and entertaining opportunities to engage with sports, delivering exclusive video excerpts from leading football clubs Arsenal and Liverpool as well as highlights from STAR Sports original programmes covering opinions, instructional tips and the latest online game reviews.

Online media centre at

<http://media.lagunaphuket.com>

www.lagunaphuket.com