



## **DP WORLD CONFIRMED AS PRESENTING SPONSOR FOR DUBAI WORLD CHAMPIONSHIP**

**- Global port operator builds on UAE's 2009 success in hosting  
European Tour's richest event-**

**DUBAI, United Arab Emirates, September 20, 2010:-** Following the huge success of the inaugural Dubai World Championship last year, global port operator DP World announced today (September 20) it will again be the presenting sponsor of the US\$7.5m event, the richest on The European Tour.

To be played at the Jumeirah Golf Estates' Earth Course from November 25-28, the Dubai World Championship is the climax of the year-long Race to Dubai to determine Europe's Number One golfer after a season that spans 48 tournaments.

The top 60 golfers on The Race To Dubai will battle it out over the Greg Norman-designed course for the prestigious Harry Vardon Trophy (first awarded in 1937), US\$1.5 million from the US\$7,500,000 Bonus Pool and a seven-year European Tour Card exemption.

The winner will also secure Category 1 Membership of The European Tour similar to the winners of The Open Championship, the US Open, the US PGA Championship and the Masters Tournament. The Bonus Pool will count as Official Money on the final Race to Dubai standings.

**Mohammed Sharaf, Chief Executive Officer, DP World,** said: "The European Tour's Race to Dubai is an event of enormous significance for Dubai and the UAE as a whole, and reinforces our position on the world map of international sport.

“DP World is extremely pleased to again be associated with the European Tour’s prestigious Race to Dubai championship. Sponsorship of the Dubai World Championship, the crown jewel event of the Race, offers us a great opportunity to connect with the world through one of the most popular sports. We look forward to some exciting golf as the Race progresses towards Dubai between now and November.”

The European Tour is committed to celebrating the game of golf, from the origins of the professional game – building a proud history of achievement, sportsmanship and integrity – to showcasing its diverse global talent and rich landscapes. The European Tour’s innovative approach enables it to embrace the world, combining championships of tradition with new tournaments in the cities and countries of the future.

**George O’Grady CBE, Chief Executive of The European Tour**, said: “We welcome DP World as the presenting sponsor of the Dubai World Championship for a second consecutive time. This event is one of the most coveted titles on the European Tour’s annual calendar and the Race to Dubai is already gaining momentum in golf courses around the world. We are confident this year’s competition will further enhance Dubai’s status as a top class golfing destination.”

Over 60,000 spectators attended the 2009 event, won by England’s Lee Westwood who also clinched The Race To Dubai. Northern Ireland’s world number seven Rory McIlroy finished third in the Dubai World Championship and runner-up in The Race To Dubai.

The Number 1 to 60 players in The Race to Dubai (ranked according to their earnings from all events on The European Tour International Schedule) following the conclusion of the tournament held the previous week will qualify for the Dubai World Championship at the Jumeirah Golf Estates, managed by Dubai World’s property developer, Nakheel.

The 2009 Dubai World Championship took place on the Earth Course designed by Greg Norman. The last four holes measure exactly one mile – 1760 yards – comprising a short par four, a long par four, a par three and a medium to long par five.

**Saeed Harib, Managing Director, Nakheel Marine & Leisure**, said: “We are delighted to have DP World as the presenting sponsor for the second consecutive year of the Dubai World Championship. The success of the inaugural event in 2009 has set this sporting challenge on the world stage and created enormous intrigue from golf enthusiasts from around the globe as they take on the challenge of Greg Norman’s eco-signature championship Earth course. In early September we welcomed European Tour officials to inspect the conditioning of Earth course – a programme of work is being implemented to

ensure the conditioning and aesthetics of Earth are to tournament standard.”

-ENDS-

#### **Photo Captions:**

- 1- Colin Smith, Director, Dubai World Championship, Geoff Hunter, General Manager, Jumeirah Golf Estates, Saeed Harib, MD Nakheel Marine & Leisure Member of the DWC Executive Committee, Mohammed Sharaf, CEO DP World, Adel Zarouni, Secretary-General, Emirates Golf Federation and member of DWC Executive Committee, and Nick Tarratt, Director, European Tour International, Dubai Office.
- 2- Saeed Harib, MD Nakheel Marine & Leisure Member of the DWC Executive Committee, Mohammed Sharaf, CEO DP World, Adel Zarouni, Secretary-General, Emirates Golf Federation and member of DWC Executive Committee

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#### **About DP World**

DP World is one of the largest marine terminal operators in the world, with 50 terminals and 11 new developments across 31 countries<sup>(1)</sup>. Its dedicated, experienced and professional team of nearly 30,000 people serves customers in some of the most dynamic economies in the world.

DP World aims to enhance customers' supply chain efficiency by effectively managing container, bulk and other terminal cargo.

The company constantly invests in terminal infrastructure, facilities and people, working closely with customers and business partners to provide quality services today and tomorrow, when and where customers need them.

In taking this customer-centric approach, DP World is building on the established relationships and superior level of service demonstrated at its flagship Jebel Ali facility in Dubai, which has been voted “Best Seaport in the Middle East” for 16 consecutive years.

In 2009, DP World handled more than 43.4 million TEU (twenty-foot equivalent container units) across its portfolio from the Americas to Asia. With a pipeline of expansion and development projects in key growth markets, including India, China and the Middle East, capacity is expected to rise to around 95 million TEU over the next ten years as per market demand.

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

(1) As of 27 July 2010