

HO TRAM, Vietnam (Nov. 2 2015) – Chicilon Media today confirmed their status as an Official Platinum Partner of the Ho Tram Open.

The Asian Tour-sanctioned professional golf tournament, which takes place Dec. 3-6 at the acclaimed Greg Norman-designed Bluffs Ho Tram Strip on Vietnam's south-central coast, is one of the most hotly anticipated sports and social occasions on this year's regional entertainment calendar.

The vision to create 'Asia's Grandest Stage' has struck a chord with many domestic and international businesses; Chicilon Media latched onto the opportunity describing their commitment as a strategic partnership that unlocks significant brand awareness, business networking and hospitality benefits.

"The Ho Tram Open presents a unique marketing platform in Vietnam," said Mr. Guo Zhi Feng – Chicilon Media's Chairman of the board and CEO. "In addition to domestic and international live broadcast and marketing reach, we get to engage directly with our customers and provide them world-class hospitality at a historic event."

In recent weeks, the event, has secured playing commitments from some of the biggest names in the game, including world No. 10 Sergio Garcia and 2016 European Ryder Cup Captain Darren Clarke.

The star-studded lineup also features winners of major championships and other high-profile events. Chief among them: Geoff Ogilvy, YE Yang, Thomas Bjorn and Robert Rock, The Bluffs' touring professional and brand ambassador.

Local hopes rest with the talented and beloved Michael Tran, who has been earmarked as one to watch from Vietnam's crop of rising youngsters following his recent and impressive victory in Indonesia.

"Chicilon Media stands for innovation and impact. These are two principles central in The Ho Tram Open strategy and felt aligning our brands would be to the benefit of both parties," continued Mr. Guo Zhi Feng.

The event has been billed as Asia's Grandest Stage – *Where Golf Meets Entertainment*. This statement was validated further this week as the full event itinerary was unveiled, revealing; the Official Black-Tie Gala Dinner, headlined by Brian McFadden; Friday Fight-Night – a Muay Thai Exhibition in The Grand Ballroom; a Saturday Night Headline Concert (free to the general public) featuring Brian McFadden and international headline acts; a daily Poolside Groove and nightly parties and entertainment throughout the resorts bars, restaurants, clubs and luxury network of outdoor pools.

"We are delighted to welcome Chicilon Media to our roster of partners," said Ben Styles, Vice President of Golf & Residential for The Ho Tram Strip. "We have enjoyed the benefits of Chicilon Media's nationwide reach and influence in many of our campaigns

and initiatives. We need to inform the general public about all aspects of our event and there is no better prospect than the impact of Chicilon Media's display network."

For more information about the Ho Tram Open including player bios and sponsorship options, visit www.hotramopen.com.

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