

Cartier

Brioni



Julius Bär



MEDIA ADVISORY

26TH ST. MORITZ POLO WORLD CUP ON SNOW

28 - 31 January 2010

Team sponsors include Cartier, Brioni, Bank Julius Baer and Maserati

The world renowned polo tournament has been redesigned for the future

St. Moritz, 27 October 2009 – The world renowned polo tournament on the frozen Lake of St. Moritz in Switzerland will take place between 28 and 31 January 2010. Under the auspices of St. Moritz Polo AG, the annual tournament attracts the world’s best polo players and more than 20,000 spectators to the famous frozen lake.

The event will embrace the theme of “Engadin/Graubünden” - the name of the largest and easternmost canton of Switzerland where the event is held each year.

The tournament, formerly known by the title sponsor - Cartier - is now officially called the St. Moritz Polo World Cup on Snow. Although the new generic name ensures the longevity of the brand, the polo teams will once again be competing for the Cartier Trophy. Cartier is joined this year once again by Brioni and Bank Julius Baer (both have been sponsors for the past few years) and new to the tournament, the Italian sports car manufacturer, Maserati.

Last years winning team, Bank Julius Baer, led by George Milford Haven (Great Britain), will be defending its title against the three other participating teams, all of which play to a high goal handicap.

TEAM	Patron	HANDICAP
Cartier	Saeed Bin Draï (United Arab Emirates)	22
Brioni	Amr Zedan (Saudi Arabia)	22
Bank Julius Baer	George Milford Haven (Great Britain)	22
Maserati	Philipp Maeder (Switzerland)	21

In the region, with the region

This year’s St. Moritz Polo World Cup on Snow, which takes place under the slogan “Engadin/Graubünden”, will very much focus on the local region. Accordingly, players, sponsors and guests will also be treated to regional gastronomic specialities prepared by local partners. The Gala Dinner will be created by Andreas Caminada, the recently crowned two-time Swiss Chef of the Year. Guests in the Hospitality Tent will be treated to Graubünden specialities prepared by Reto Mathis, head chef of “La Marmite” restaurant, Europe’s highest gourmet venue situated at the upper terminal of the Corviglia funicular. Guests in the Premium Lounge will be hosted by Roland Jöhri, of the “Talvo” restaurant in St. Moritz-Champfèr, who has been awarded two Michelin stars for his culinary talent. Musical entertainment will be provided by the young Swiss Alpine horn player Eliana Burki. The 26-year-old is revered as a genuine virtuoso who can unlock original jazz-funk sounds from this traditional Swiss instrument.

Cartier

Prionj



Julius Bär

MASERATI

Environmental sustainability

St. Moritz Polo AG recognises the importance of climate change and has introduced some changes to the energy requirements of the event. The heated tent space on the lake will be reduced by a third and the energy will increasingly be drawn from renewable sources. This represents a conscious decision on the part of the organisers to structure the concept in line with today's greater environmental awareness. Furthermore, the infrastructure will be more equally divided over the lake surface, optimizing the weight burden and therefore making the event less dependent on the strength of the ice on Lake St. Moritz.

26th St. Moritz Polo World Cup on Snow

Online accreditation for the 26th St. Moritz Polo World Cup on Snow will be possible as of 1st December 09:
<http://www.polostmoritz.com/en/st-moritz-poloworld-cup-on-snow/media/>

- ends -

The **St. Moritz Polo World Cup on Snow** is the world's most prestigious winter polo tournament on snow. Four high-goal teams with handicaps ranging between 18 and 22 goals compete every year on the frozen Lake St. Moritz for the coveted Cartier Trophy. **St. Moritz Polo AG** is the tournament organiser and a leading international expert in the field of equestrianism. The services it provides encompass the conception, planning and execution of polo and other equestrian events. The team at St. Moritz Polo AG has 26 years' experience of equine husbandry, tournament organisation, infrastructure, hospitality, sponsorship and marketing. It puts this expertise at the disposal of tournaments and organisers both in Switzerland and abroad, with the goal of establishing and anchoring the very highest standards in the international equestrian world for the benefit of animals and riders alike. The team is currently involved in more than ten projects in various countries around the world, including Mongolia, the United Arab Emirates and Russia.

You can find image material and media documentation at www.polostmoritz.ch/en/.

Contact for media queries:

Richterich & Partner AG
Management Consulting for Communication and Marketing
Seestrasse 25, CH-8702 Zollikon
Tel. +41 43 499 50 00
E-mail: polo@richterich-partner.ch