



LONGINES MASTERS SERIES, GRAND SLAM OF INDOOR SHOW JUMPING UNVEILS SEASON 3 WITH EPIC MOVE TO NEW YORK

AMERICAN LEG OF THE LONGINES MASTERS MOVES FROM LOS ANGELES TO NEW YORK; HONG KONG ADDS ASIA HORSE WEEK TO THE MIX; PARIS TO KICK OFF EACH SEASON; LONGINES AND EEM ANNOUNCE LONG TERM PARTNERSHIP FOR THE SWISS WATCH BRAND TO REMAIN TITLE PARTNER, OFFICIAL TIMEKEEPER, AND OFFICIAL WATCH OF THE GLOBAL SERIES.

May 17, 2017: (NEW YORK, NEW YORK): The Longines Masters Series held a special presentation this evening overlooking New York City skyscrapers at Salon de Ning at the Peninsula Hotel to announce new developments for the prestigious international show jumping Grand Slam series. Elite New York equestrians Ariana Rockefeller, Mario & Lisa Deslauriers, Katie Dinan and Reed Kessler joined 2017 Longines FEI World Cup Champion, McLain Ward to celebrate the events move to its new home in New York.

Before unveiling this season's new poster series, designed by the Bangkok born-New York based artist, **Sirichai, Christophe Ameeuw, CEO and Founder of EEM, creators and owners of the Longines Masters, and Juan-Carlos Capelli, Vice President of Longines and Head of International Marketing** took the stage to announce the renewal of the partnership between the Longines Masters organizers and the brand. The respective brand leaders toasted to many years of continued success together in a move that extends Longines status as Title Partner, Official Timekeeper and Official Watch of the world's leading indoor show jumping competition for the foreseeable future.

"Longines is really delighted to share its passion for equestrian sport and its values of elegance, performance and tradition with the Longines Masters", said Juan-Carlos Capelli. "With this new long-term partnership, we are looking forward to working with EEM to continue elevating the equestrian sport and creating exceptional events on three continents, and especially in the new location in New York", continued the Vice President of Longines and Head of International Marketing. "As Official Timekeeper of the whole series, we are proud to provide a decisive element for the sport: the time."

The Longines Masters shares the glitz and glamour from its origin city of Paris around the world as it has expanded into three of the world's most luxurious, bustling capital cities: Paris, Hong Kong, and now New York. Previously held in Los Angeles, the American leg of the competition will now serve as the grand finale of the series. The Longines Masters of New York at the newly renovated NYCB LIVE, home of the Nassau Veteran's Memorial Coliseum will offer unparalleled first-class sport, live music, one-of-a-kind artwork, delectable cuisine, and more. Just as Paris began the journey in 2009, the city will now kick off each new season of the Longines Masters Series. The heart-pounding action of Season Three starts in December in Paris before heading to Hong Kong in February and culminating in New York in April 2018.





Christophe Ameeuw emphasized his continued commitment to the sport and to the partnership with Longines: *“My dream was to dare to be different, to take the equestrian sport that I love so much and raise it to new heights by creating a unique concept that combines the most elite show jumping with art, lifestyle, luxury, gastronomy and entertainment all under one roof for a truly cultural experience. Thanks to the continued support of Longines as Title Partner and Official Timekeeper of the Longines Masters, this dream is a reality.”* Speaking of the series’ new location.

Christophe Ameeuw continued, *“We are so appreciative of our time in Los Angeles and all of the people that made the American leg a success through the years. We are excited and proud to bring the event to New York, expanding the Longines Masters experience from coast to coast.”*

While discussing the event at the Longines boutique in the World Trade Center Oculus in New York, **Georgina Bloomberg** remarked, *“I’m used to traveling around the U.S. and Europe for show jumping competitions. With the Longines Masters Series coming to New York, I am excited to be able to compete in my own backyard and to welcome the world’s top riders to my hometown. Every year I enjoy competing at the Longines Masters with its high-level competition and overall luxury and prestige. I am looking forward to seeing how the event will grow and adapt in its new location.”*

Recent **Longines FEI World Cup Champion McLain Ward** enthusiastically shared, *“The Longines Masters Series has always provided highly competitive, world-class events in Paris, Hong Kong, and most recently Los Angeles. As a local New Yorker, I am thrilled this event is moving to New York! It is a great opportunity to showcase the best in Show Jumping in one of the best cities in the world!”*

The Longines Masters of Hong Kong was recently named “Best Live Experience at a Professional Sporting Event” by the Sports Industry Awards in Asia (SPIA). The award, which honors the quality of events’ sports and lifestyle experiences, was previously won by Abu Dhabi HSBC Golf Championship in 2015. After five years in Hong Kong, EEM announced that the Asia Horse Week will bring an expo of new equestrian exhibitors to the Longines Masters of Hong Kong, the first of its kind in Asia. The event will unite lovers of all aspects of the equestrian world together under one roof and create a meeting point for the key players from multiple disciplines of equestrian sports and business. This will serve as a platform to share knowhow & expertise and opportunities between Asia, Europe and the Americas and help grow equestrianism in the region.

Photos and Videos available at: <https://sunshinesachs.egnyte.com/fl/rtKkidllOx>

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ABOUT THE LONGINES MASTERS SERIES

Established in three of the world's most iconic cities — Paris, Hong Kong, and New York-- the Longines Masters Series, “Grand Slam Indoor of Show Jumping” is renowned as one of the most prestigious equestrian events in the world. Created by EEM and inspired by the Grand Slam tennis tournaments, the Series rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014. In 2015, the intercontinental trilogy became the Longines Masters. Presented by EEM and recognized by the FEI, the “Grand Slam of Indoor Show Jumping” is the ultimate challenge, with two levels of prizes: The Super Grand Slam, a bonus of 2.25 million Euros for winning 3 consecutive Longines Grand Prix in the same season: Paris, followed by Hong Kong and then New York.

The Grand Slam: a bonus of 1 million Euros for three successive victories in the Longines Grand Prix from one season to the next, (ex: Hong Kong > New York > Paris, or New York > Paris > Hong Kong).

These events are broadcast in more than 120 countries and reach up to 550 million households.

Information on www.longinesmasters.com

Dates for Season Three:

- Longines Masters of Paris: November 30- December 3, 2017
- Longines Masters of Hong Kong: February 9-11, 2018
- Longines Masters of New York: April 26-29, 2018

ABOUT EEM

With a passion for equestrian sports, Christophe Ameeuw - Founder and CEO of EEM - created the Ecuries d'Ecaussinnes in 1997. Based in Belgium, the stables today enjoy an international reputation for the trade of sport horses, high-end breeding, and an academy giving access to the best in equestrian training. The organization, as well as the reinvention of show jumping competitions is the challenge that Christophe Ameeuw and his team have set for themselves. EEM headquarters are located in the heart of Ecaussinnes Stables, where the team continues its quest to develop equestrian sports further. Inspired by the Grand Slam of tennis, EEM brings together under one roof the best of show jumping, entertainment and lifestyle experience. After the successes of the Audi Masters in Brussels, the Jumping of Paris and the Gucci Paris Masters, EEM has set out to conquer new continents and has since developed the Longines Masters series internationally.

In 2017, EEM adds to its prestigious events, a new iconic competition, the **Masters Riders Cup**. Presented in collaboration with the EEF (European Equestrian Federation), this duel will oppose in a collective logic two great giants of show jumping: Europe and the United States. For its first edition, the Masters Riders Cup will be held as part of the Longines Masters in Paris on December 2nd, 2017.

Information on www.eemworld.com





ABOUT LONGINES

Based in Saint-Imier, Switzerland since 1832, the watchmaking expertise of Longines reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as the official timekeeper for world championships and as a partner of international sports federations. Over the years, Longines has forged solid and lasting ties with the sports world. Known for the elegance of its timepieces, Longines is a member of Swatch Group Ltd., the world's leading manufacturer of timekeeping products. Featuring the winged hourglass as its emblem, the brand operates in more than 150 countries.

<http://www.longines.com/>

ABOUT SIRICHAJ:

Sirichai finds inspiration in shape, movement, and simplicity. He studied interior architecture at kmitl, and his sophisticated, fluid, structural illustrations have brought him collaborations with tastemakers including Geoffrey Beene and Peter Marino

ABOUT BROOKLYN SPORTS & ENTERTAINMENT

Brooklyn Sports & Entertainment (BSE) develops and operates state-of-the-art venues and manages premier sports franchises, delivering dynamic content and experiences for audiences. BSE oversees programming, marketing, sales, and operations for Barclays Center, NYCB LIVE, home of the Nassau Veterans Memorial Coliseum, and LIU Brooklyn Paramount Theatre. BSE manages and controls the NBA's Brooklyn Nets and its Development League team, the Long Island Nets, as well as the business operations of the NHL's New York Islanders.

Barclays Center, which opened on September 28, 2012, offers 17,732 seats for basketball, 15,795 for hockey, and up to 19,000 seats for concerts, and has 101 luxury suites, four bars/lounges, four clubs, and 40/40 CLUB & Restaurant by Tanduay.

NYCB LIVE, home of the Nassau Veterans Memorial Coliseum, reopened on April 5, 2017 after undergoing an extensive renovation. The Coliseum offers 14,500 seats for basketball, MMA and boxing, 13,900 for hockey, up to 16,000 for concerts, and 4,500 seats for its theater configuration. With a focus on emerging businesses, BSE identifies and creates alliances, strategic partnerships and other business opportunities to ensure the success of its assets.

For additional information, please visit brooklynse.com.

