

NEWS RELEASE

Contact
Pisey Lim
Brand communications manager
Tel: (+855) 15 88 11 48
Email: limpisey@nagaworld.com

NAGAWORLD® and NOCC ANNOUNCE “NAGAWORLD® GO FOR GOLD” INITIATIVE FOR THE 26TH SEA GAMES IN INDONESIA 2011 AND THE 27TH SEA GAMES IN MYANMAR IN 2013

Phnom Penh, Cambodia, 18th Aug 2011 – a joint press conference between NAGAWORLD® and NATIONAL OLYMPIC COMMITTEE OF CAMBODIA (NOCC) was convened on the 18th Aug 2011 at NAGAWORLD® Auditorium to announce the “NAGAWORLD® GO FOR GOLD” initiative for the 26th SEA Games in Indonesia in 2011 and the 27th SEA Games in Myanmar in 2013.

NAGAWORLD® in partnership with NOCC will role out “NAGAWORLD®, Go for Gold” initiative for the 26th and the 27th SEA Games in Indonesia and Myanmar respectively. In this initiative, NAGAWORLD® will outfit the Cambodian SEA GAMES contingent, which includes providing all athletes, coaches and officials with official attire and apparels. In addition, to spur the athletes to perform their very best and to “Go for Gold”, NAGAWORLD® will reward individual athletes and teams with cash prizes if they achieve Gold medals. For the individual athletes, he/she will receive \$3000 cash for the Gold medal performance in the 26th and 27th SEA GAMES. For the team that achieves a Gold medal, the whole team will be rewarded with a total sum of \$5000 cash! What’s more, NAGAWORLD® will also award NOCC with cash incentives of \$500 for every Gold medal achieved by the Cambodian SEA GAMES contingent for 2011 and 2013 SEA Games!

“On behalf of NOCC, we are glad to have the strong support and commitment of NAGAWORLD towards Cambodia’s sporting development. Our organization and together with our athletes are very excited about this “NAGAWORLD GO FOR GOLD” initiative and we will definitely perform our very

best for Cambodia in the 26th and 27th SEA GAMES ! “ said Vath Chamroeun, Secretary General NOCC

“We are honoured to partner with NOCC to sponsor the Cambodian contingent at the 26th SEA Games in Indonesia in 2011 and the 27th SEA Games in Myanmar in 2013.” said Mr Pern Chen, Executive Director.

“We believe that sports are important to a country as it inspires people, and seeing our athletes perform in the SEA games will also create a sense of national pride. This initiative is part of our ongoing efforts in supporting the nation, and we hope that our support will spur our Cambodian athletes to “Go for Gold”, adds Mr Chen.

“On behalf of NAGAWORLD®, we will like to wish NOCC and the Cambodian SEA GAMES contingent all the very best in the upcoming 26th SEA Games in Indonesia and may all athletes perform their very best, “Go For Gold” and bring glory to their country and their families.” Mr Chen remarked.

- end -

About NAGAWORLD®

NAGAWORLD®, Phnom Penh is the first and best-in-class integrated Hotel, entertainment hub in fast-emerging Cambodia, owned by holding company – NagaCorp, listed on the Hong Kong Stock Exchange.

Grand build-up of 1.2 million square feet with over 500 Suites and Deluxe Rooms, an all-suite luxurious spa, designer shopping gallery, eleven Food & Beverage outlets, trendiest music clubs in town, and premium meeting spaces with state-of-the-art facilities including touch-screen applications, and the country’s largest hotel convention space that accommodates more than 1,000 guests. An impressive auditorium houses 60 delegates in theatre setting.

The reputable entertainment hub played host to several of the world’s greatest leaders including a recent visit by Malaysian Prime Minister – YAB Dato’ Sri Mohd Najib bin Tun Abdul Razak - and multinationals eg Pioneer, Ford, Maybank, CIMB, ANZ Bank, Unilever and more. International M.I.C.E. events include Ho Chi Minh City Exposition 2010, and ASEAN Tourism Investment Corridor Development.