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•**MEDIA RELEASE**

For Immediate Release

NU Sentral is Venue Host for the CIMB Malaysian Open Squash Championships 2014 18th – 23rd August 2014

Squash Racquets Association of Malaysia (SRAM) is proud and honored to be again associated with **CIMB** to organize our nation's premier squash event, the CIMB Malaysian Open Squash Championships 2014.

SRAM is most appreciative and grateful for CIMB's support as the Title Sponsor of this event for the ninth consecutive year. CIMB's involvement in squash has allowed Malaysian squash fans the opportunity to witness world class squash, involving the top players in the world.

The women's championship at this year's CIMB Malaysian Open shall continue as a WSA USD70K World Series event. The status of the men's event remains as a 'PSA International 50' making it as in previous years a USD\$50K event.

This year, SRAM would like to record our sincere thanks to **NU Sentral, Malaysian Resources Corporation Berhad (MRCB)** and **Pelaburan Hartanah Berhad (PHB)** who have come in as our Championship venue sponsor. This was made possible through the support of another squash enthusiast, Tan Sri Mohamad Salim Bin Fateh Din.

The recently opened NU Sentral retail mall is set to be the host venue from Thursday, 21st August to Saturday, 23rd August when the Championships reaches the Quarters, Semis and Finals stages.

With such fast-moving, urban and worldly consumers passing through its door, NU Sentral is changing the rules by bringing retail to the next level with offerings that are urban, fresh and agile, reflecting the ever rising popularity of squash as a global sensation. Professional squash players the world over can connect with NU Sentral's image of achievement, success, drive, youth, power, ambition, motivation and focus.

Developed jointly by Malaysian Resources Corporation Berhad (MRCB) and Pelaburan Hartanah Berhad (PHB), the nine storeys NU Sentral Retail Mall is the country's first '*transumer*' mall, which adopts *transumerism* (transit consumerism) that was first coined to describe consumers in transit at airports. Offering connectivity and an international lifestyle, NU Sentral is the ideal venue with its location in the Kuala Lumpur Sentral CBD, Malaysia's largest rail transport hub with direct link and passenger check-in facility via the Kuala Lumpur City Air Terminal (carrying the IATA global code XKL) at the Stesen Sentral Kuala Lumpur (SSKL).

Sharing her thoughts on this inaugural sport event to be held at NU Sentral, Ms. Zetty Juyanty A Rahim, General Manager, Retail Leasing & Marketing, Group Retail Asset Development, MRCB said, "I wish all participants for this year's CIMB Malaysian Open Squash Championship will each find their own measure of success and excellence in their performance. They represent the dynamism of physical excellence and sportsmanship and are icons of ambition, motivation and focus to be emulated by our youth in Malaysia and elsewhere in the world".

Ms. Zetty Juyanty added, "The most important and exciting thing about NU Sentral is its potential to grow virtually limitlessly. It has the SSKL as a footfall catchment area and when we look at the station, we are already looking at more than 58 million collective footfall per year. This is not even counting the potential consumers we have around a 20-kilometre radius, which easily number up to 800,000 households".

SRAM's newly elected President Mr. Huang Ying How said, "We are really excited to have on board new partners to the CIMB Malaysian Open with NU Sentral, MRCB, PHB coming in as the Venue Sponsor where the Quarters, Semis and Finals will be held at NU Sentral, a new retail mall located at the transit hub of KL Sentral". He added that Hyundai-Sime Darby Motors Sdn Bhd had come in as SRAM's new championship court sponsor.

Our thanks is extended to Astro Arena for bringing this event live nationwide. There will be live telecast of the Semis and Finals of this Championship by Astro Arena on Channel 801. Arrangements are being made for the telecast of the Championship worldwide by the Women's Squash Association (WSA) and the Professional Squash Association (PSA).

SRAM would like to also take this opportunity to extend our profound gratitude to the Malaysian media, both electronic and print for the excellent and positive reporting of squash in the country. We would thus again like to request the media to assist us by publicizing and reporting this upcoming event as widely as possible.

About MRCB

Malaysian Resources Corporation Berhad is a leading urban property and infrastructure developer in the country. The Group specialises in civil, environmental and energy infrastructure development including beach rehabilitation projects, road works, road concessions, educational colleges, hospitals, power plants, and is the nation's biggest developer of high-voltage transmission networks.

About NU Sentral

NU Sentral, which is positioned as the first transumer (transit consumers) 'green' lifestyle retail mall in Malaysia, is owned by NU Sentral Sdn Bhd, a joint venture between **MRCB** and **Pelaburan Hartanah Berhad (PHB)**. NU Sentral offers a combination of connectivity, convenience and convergence to meet the ever-changing needs of retailers and consumers. Its ideal location is naturally enhanced by direct connectivity to the KL Sentral Monorail station and Stesen Sentral Kuala Lumpur.

About PHB

Pelaburan Hartanah Berhad is an investment holding company. Its investment includes prime commercial real estates and developments in strategic locations throughout Malaysia.

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CIMB Malaysian Open Championships 2014 - Championship Preview

The CIMB Malaysian Open Squash Championship 2014 will kick start the second half of the year and the Asian leg of the world tour as the next three big events will be played in this region. For some of the Asian countries it promises to be a very busy second half of the year with the 2014 Commonwealth Games in Glasgow, Scotland followed by the 2014 Asian Games in Incheon, Korea.

Top seed Dato' Nicol David and recent Commonwealth Games 2014 gold medallist will be looking to defend the title that she won back last year. As always, she can expect to come up against a strong field of players who are eager to take the title away from her. Recently crowned World Champion and World No. 2 Laura Massaro from England will be coming back to Malaysia with much confidence and knowing that she has what it takes to mount a serious campaign. Nicol and Laura will both begin their campaigns against qualifiers.

The top quarter of the draw has Nicol and this quarter will see some very tough opening matches including that between Joshna Chinappa of India and Line Hansen of Denmark as well as between Annie Au of Hong Kong and young Egyptian Nour El Tayeb. This top quarter also has Egyptian Omneya Abdel Kawy and the prospects of a quarter-finals clash against Nicol would be much awaited by fans as their rivalry has spanned since their junior days.

The World No. 3 Raneem El Weleily, the talented Egyptian with amazing racquet skills, is in the second quarter (top half) of the draw and opens her challenge to regain this title she last won in 2012 when she comes up against Tesni Evans from Wales in their opening match. Joey Chan of Hong Kong will be playing young Emily Whitlock from England in the opening round and we should see a very tight match between these two upcoming players. Sarah Jane Perry from England who made the quarter finals last year will have a difficult match with Nouran Ahmed Gohar from Egypt. The winner of this match will play either Malaysia's national number two Low Wee Wern or another Egyptian Heba El Torky.

In the top quarter of the lower half, the draw looks very difficult indeed and here England's Alison Waters will begin against local wildcard Delia Arnold. A win would see Alison play American Amanda Sobhy who won the Hong Kong Football Club tournament recently. To complete this quarter of the draw we have Jenny Duncalf of England, the bridesmaid a couple of times at this event, and last year's semi-finalist Camille Serme from France. The prospect of a clash between these two in the 2nd round would be very exciting should they overcome the qualifiers in the first round.

In the last quarter of the draw Ireland's Madeline Perry will play Australian Donna Urquhart who won the Victorian Open recently. England's Emma Beddoes could meet Laura Massaro in the second round if both of them make it past qualifiers.

The Men's draw will see World No.3, Mohamed El Shorbagy returning to Malaysia to see if he can finally land the title having reached the finals in 2012. He will start against Mohd Nafiizwan Adnan, one of three Malaysians in the main draw. In the quarter final the winner of this match will play Stephen Coppinger from South Africa or a qualifier. Local favourite Ong Beng Hee a previous winner of this event will begin his tournament against a qualifier as will third seed Tarek Momen of Egypt. Tarek has had good history in this event having won this event back in 2012 and finishing as runner up in 2013.

Fourth seed Karim Abdel Gawad from Egypt will take on Hong Kong's Leo Au in the first round and this is expected to be a tough match. Both players have never played each other before but both have had a history of doing well in Malaysia. The winner of this match may play Max Lee from Hong Kong provided Max gets pass a qualifier.

Olli Tuominen from Finland will play Malaysia's wildcard entrant Ivan Yuen with the winner set to play the second seed and World No. 7 Borja Golan of Spain or the exciting upcoming Egyptian Mohammed Abouelghar.