

1<sup>st</sup> Annual Macau Business Charity Golf Tournament

Program Rundown | Team Information | Golf Course | Gala Dinner

Let the game begin

November 2007

macaubusiness

The Appliance of Science

Meet Rab  
the Robot

Research and Development

The quest for the  
perfect club



TIPS FOR NEWBIES AND PROS | Drills to kill the yips

# 全新亚洲游戏系列

Asia

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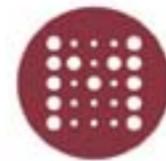
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## Our small contribution

Sometimes, it is so much easier just being a journalist. Organising an event with glamour and networking possibilities in order to help social institutions that help people in need is, by comparison, far more difficult.

Some companies and individuals have helped Macau's less fortunate for a long time. Conversely, many others simply don't care. Maybe the latter are right: We seldom see our local officials ask those companies to give a little bit back to society. This golf tournament and the following charity dinner between friends is our small contribution. For that we need to thank Mocha Clubs, The Westin Resort & Spa, Hutchison 3 and Coca Cola. Also, the team at the Macau Golf and Country Club gave us their best advice and did their utmost to

make this an event to remember - chalk one up for the memories!

Our team has worked hard to create the foundations of a project that we really would like to see endure, flourish and touch many more lives: The hearts of those that join us; in the future of those who spend their time and energy reaching out to people seeking the warmth and compassion of a helping hand from another human being.

Today some of us are here. Tomorrow there will assuredly be many more among us against the silence of indifference.

Welcome to the 1<sup>st</sup> Annual Macau Business Charity Golf Tournament & Gala Dinner, and thank you for your support.

MB Team

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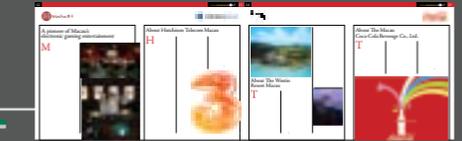
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# The Appliance of Science

Whilst skill will always be the key component in the game of golf, the appliance of science comes into play at the R&A equipment test centre at St Andrews, where Rab the Robot is the star of the show. Mike Wilson reports\*



David Rickman, director of Rules and Equipment Standards at the R&A

Golf is a sport, of that there is no doubt. But whether it is an art or a science is another matter altogether, the subject of many a clubhouse debate.

Certainly, when great golfers like Arnold Palmer and Phil Mickelson swing the golf club and make contact with the ball, there can be few more aesthetic sights and rhythmical sounds around. It's golfing poetry in motion.

But then there is the more studious, scientific approach of a Jack Nicklaus, a Justin Rose or a Retief Goosen – methodical, meticulous, mathematical.

But, when it comes to the Rules of Golf, and in particular, those pertaining to clubs and balls, the appliance of science is what it's all about.

First, in the United States there was 'Iron Byron', a mechanical golfer named after American golf legend Byron Nelson on whose swing the robotic ball launcher was modelled. But Iron Byron was retired in 2002, replaced by a high-tech, computer-controlled indoor system.

And it was around that time that the Royal & Ancient Golf Club made plans for both human expertise and high-tech help in the leading edge, state-of-the-art golf club and golf ball research and development facility not much more than a long drive

away from the home of golf, the august R&A clubhouse and the Swilken Bridge.

Dr Steve Otto, a former NASA scientist is the R&A director of Research & Testing based at Forgan House, the R&A technical centre with its watchful eye over the most famous golf vista in the world, the 18th green on the Old Course, St Andrews.

Brought back into golf-related use having formerly been where the world-famous Forgan clubs were forged, the facility is where Dr Otto and his team test clubs and balls. It's more science than sport ... biomechanical, aerodynamic, minute measurements, materials testing.

While David Rickman, director of Rules and Equipment Standards at the R&A, is full of praise for equipment manufacturers, he believes rules and regulations are vital if the centuries old integrity of the game is to be maintained.

"Golf club and golf ball technology has developed out of all recognition since the days of the mashie niblick and the gutta percha ball, and the pace of development gets ever faster," said Rickman.

"The role of the R&A and the USGA is essentially to ensure that technological developments are evolutionary as opposed to revolutionary, that skill remains the central component of the game and that the 60 million-plus golfers worldwide are not

having to change their clubs every year just to keep pace with new technology and the latest trends."

Dr Otto is the custodian of Robotic Rab, the digital driver. He says Rab has mastered every club in the bag and hits the ball: "With robotic regularity."

"He has active wrists and flexibility, and we can raise his body up and down to replicate different hip heights and we can turn his waist to enable him to hit balls in-to-out or out-to-in," says Otto, a keen humanoid golfer.

He continues: "But he has a single axis and can't sway, so he's just rotating as if he were a human golfer with a very stiff neck. But in removing all the variables, we are able to analyse every new club and ball before it comes to market to ensure they comply with the Rules of Golf."

Doppler radar tracking, high-speed cameras shooting 160,000 frames-per-second, slow-motion impact evaluation and spectrum analysis of materials are all tools in Dr Otto's locker, ensuring clubs comply and that human mastery reigns over metallurgy ... aptitude over artifice.

The same goes for golf balls, of which there are more than a thousand varieties on the market, making countless claims on accuracy, length, control and spin.

Dr Otto is as determined on the ball

front as he is with regard to clubs, using a high-tech air cannon to fire golf balls onto metal plates that represent various club faces.

He explains: "We heat the balls to 23° Centigrade for consistency. We have analysed tens of thousands of 'hits' and it has to be that number because we have over 100 metal plates replicating different clubs in the bag, varying groove configurations."

But traditional homo sapiens still have a part to play, aside from programming Rab the Robot and analysing his swing. Said Dr Otto: "We have [club and ball] testing out of the rough, real Scottish rough of differing degrees of difficulty, diverse types of grass, but for that we have to use real golfers."

Rab the Robot does not have a handicap – he's far too good for that – but Dr Otto remains in control of the electro-mechanical master. "We can't allow him to hit the ground, and if he does, he's on the first flight back to his Californian manufacturers. If we switch him off without

warning, he's toast."

Word has it that as a direct result of the R&A and USGA research and development programmes, new rules governing the grooves on golf club faces may be implemented in January 2008, as Rickman explains.

He said: "We invest heavily in the science that informs our decision making and there is clear evidence that certain club face groove markings increase the amount of spin that highly-skilled players can achieve from the rough, especially when striking thin urethane-covered golf balls.

"By limiting the amount of spin that can be generated for shots from the rough, we hope to place greater emphasis on accuracy and skill required to recover from the rough, re-establishing a proper balance to the game and ensuring that skill remains the dominant element of success."

So, does that mean the 60 million-plus golfers will have to hope for new, compliant golf clubs this Christmas?

"No," emphasises six-handicapper Rickman. "We recognise the costs and would allow any new rule to be phased in over a concessionary period of at least 10 years."

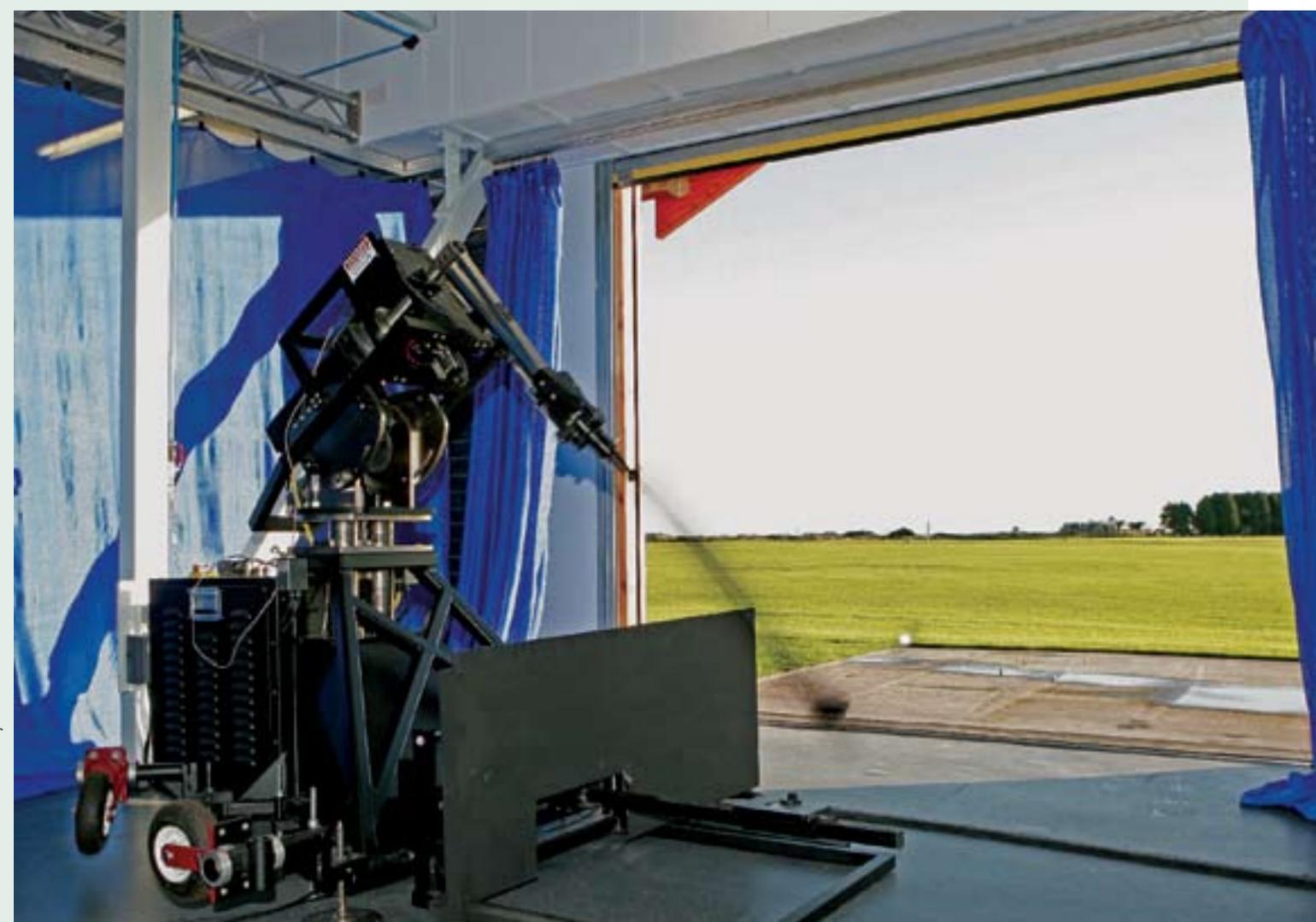
A spokesman for Rolex, official sponsors of the R&A Rules of Golf said: "In many ways, the work of the R&A equipment test centre in St Andrews reflects that of Rolex, a commitment to tradition whilst striving for perfection with precision the guiding principle."

Whether Rab the Robot will be pensioned-off in the same way as his predecessor and mentor Iron Byron is a matter for conjecture. But one thing is for certain; the great debate as to whether the great game of golf is an art or a science will fulminate for many more years to come.

The answer, inevitably, lies somewhere between the two. ●

\* Courtesy of Asian Golf Monthly

Pictures courtesy of R&A



# Onwards and upwards

Little more than 10 years ago, Tiger Woods and Nike Golf were just starting to make their way in the game. Today, they are both major powers. During a recent trip to the company's headquarters in Beaverton, Oregon, Mike Sebastian met with Nike Golf president Bob Wood, the mastermind behind one of the fastest growing companies in the history of the golf industry\*



Here's a test for your trivia knowledge. With the words 'Hello World!' who announced his arrival on the professional golf scene?

It was back in 1996 and that simple introduction, which changed the course of golf history, was uttered by a 20-year old named Tiger Woods.

Shortly after this, Tiger entered into the first of his multi-year agreements with Nike Golf and together with this fledgling company the two have since soared to great heights.

Tiger is the world's number one golfer and Nike is arguably the largest single golf brand in the world.

This is a monumental achievement when you consider that the premier status for both Tiger and Nike Golf have been attained within the span of just one decade.

In an interview with Asian Golf Monthly, Bob Wood, president of Nike Golf, said: "Nike is lucky to have the kind of partnership with Tiger that goes beyond a simple endorsement. He has really helped Nike Golf grow over the years through his involvement in product development, whether it is clubs, balls, apparel or footwear.

"In the future, we see Tiger playing a key role in continuing the strong momentum Nike Golf now has both inside and outside the USA."

For Nike Golf, it's been quite a transformation. Said Wood: "When we started in golf in 1998, nobody gave us a chance – nobody wanted to know about us."

Wood drew an analogy with soccer where Nike was not taken seriously, even though the company had been manufacturing soccer boots since 1978. He said: "But we worked at it with dogged determination, and today Nike's soccer business is worth US\$1.5 billion and we're level with adidas."

According to Wood, Nike Golf's mantra is a simple one. "If we disappear tomorrow nobody cares. Rounds don't go down; people who love golf don't stop playing golf. We have to be better than the companies we compete with. We can't just slap a Nike logo on something. We can't just do parity product. We have to be better."

Driven by this passion for excellence, Wood has been the supremo who has guided Nike Golf from the openly arrogant

wannabe golf brand to a serious contender amongst the game's industry heavyweights.

Nike Golf got serious with Tiger in 2000 when it furnished the superstar with a competitive golf ball that played its part in helping him win the US Open, British Open, and US PGA Championship, all in that same year.

The Nike Golf buzz was on! "Nobody thought we could do it because we have always been regarded as a marketing company and not a product company. In fact, we are more of a product company committed to developing and providing our players with the best equipment that we can manufacture," Wood stressed.

Nike Golf's product development cycle is a fascinating study of commitment. It is based on four basic foundations – to innovate; to inspire; to compete and to lead.

It's all about excellence and it starts in a complex tucked away in Fort Worth,

Texas. This is a state-of-the-art research and development facility affectionately known as 'The Oven', home to Tom Stites, Nike Golf's director of product creation of clubs.

Said Wood: "We have an incredibly gifted club and ball development team under Tom's leadership and we provide this team with the resources they need to continue to design and create superior products. In fact this R&D facility has helped Nike Golf to become one of the fastest growing companies in the history of the golf industry."

Stites is a highly respected golf club designer and a former club-design protege of the illustrious Ben Hogan. He is the man who introduced Nike's ProCombo irons, the Ignite range of clubs, the Slingshot series and the critically acclaimed SasQuatch and SUMO<sup>2</sup> drivers.

"Wait till you see our next generation of SUMOs. It's amazing what Tom and his people have done to bring about greater improvement to an already great product," said Wood.

Today, Nike Golf is a total golf

equipment and accessories company. It has a full line of equipment and accessories across all product categories and price lines. Golf related sales still constitute only about four per cent of the parent company's US\$16 billion in total revenues. But it is growing.

Looking ahead, Wood said: "It's about building respect, sequencing through product types, sequencing through geographies, leveraging our opportunities, just building this thing right and building it for the long term.

"That's what we're all about. We want to earn people's respect. We are confident that we will be the dominant force in golf within the next three to five years. We are on track and we are patient."

With a Tiger in the tank, the future for Nike Golf continues to brighten. In the words of Tiger: "Now we're the leader in the golf industry and I am committed to helping out as much as I can." ●

\* Courtesy of Asian Golf Monthly

## Researching And Developing

The Nike Golf R&D sprawls over 32,000 square feet and includes the following special features:

**Mechanical Golfer:** A computer-controlled robot called Miya V is used to test club and ball performance. Measures the dynamic impact of club on ball in various positions (high face, mid face, low face, heel, centre and toe impacts). Provides testing of all positions at various launch conditions for ball speed, club speed, launch angle and ball spin. Weather conditions are also monitored and the actual carry and roll for each test is recorded. The robot's purpose is to quantify overall club and head performance through repeatability.

**State-of-the-Art Putting Lab:** A multi-camera putting studio used for putting stroke and putter analysis. The high-speed cameras are used to measure a putting stroke as well as evaluate the roll and skid of the ball off the putter's face.

**Track Man:** A radar-based ball flight tracking system that analyses ball trajectory.

**Launch Monitors:** Used to measure player launch conditions for ball speed, spin rate and launch angles.



# Program

Wednesday, 28<sup>th</sup> November 2007

## Macau Business Charity Golf Tournament

### 09:00 Welcome Centre Opening

Breakfast & Brunch

### 10:00 Tee Off 1<sup>st</sup> Flight

All Day & Half Station Hospitality

### 13:30 Tee Off, last flight

### 14:30 Cocktail Bar opening at Macau Golf & Country Club

Thursday, 29<sup>th</sup> November 2007

## Macau Business Charity Gala Night

### 17:30 Welcome Centre Opening

Bar Opening at The Westin's Pool Loggia

A variety of long and soft drinks, and Stella draft beer will be flow freely

### 19:00 Gala Buffet Opening

Enjoy superb French Bordeaux wines supplied by

*Gourmet Fine Food Group* and a delicious menu especially designed for the evening by Westin Resort Macau Executive Chef, David Holliday

### 20:00 Prize Awarding Ceremony

Prize & Beneficiary Presentation of the Macau Business Charity Golf Tournament

### 21:00 Macau Business mini-raffle

A sweepstake of prizes will be distributed among the patrons including a Louis Vuitton bag, a "3" handheld mobile phone, vintage spirits among many others

### 21:30 Live auction of world-class collectors items' by The Helping Hand Group/ Hong Kong Auctions Ltd

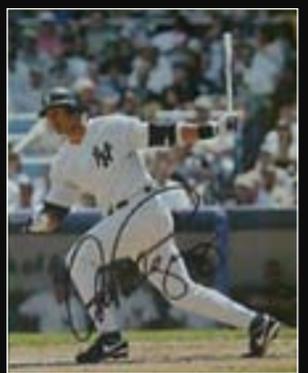
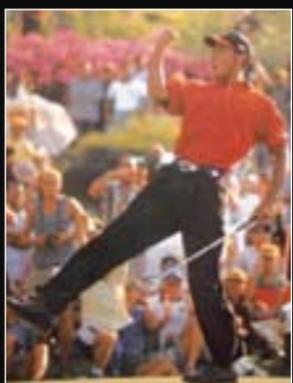
Two silent auctions will be running

- Memorabilia from the sports cinema and music industry
- Artworks donated from renowned local artists

### 21:30 Live Music and Entertainment

Enjoy our finest wines, Champagne, Cocktails, Cuban Cigars and indulge yourself in a relaxed atmosphere

Funds raised in the course of the evening, through booking and auction of sports memorabilia and art works from leading local artists will benefit the local charity or social projects of the patrons' choosing.



Thursday 29<sup>th</sup> November 2007

## Macau Business Charitable Auction



### Memorabilia

Live auction:

- England signed and framed World Cup 2007 Jersey - defeated the Wallabies AGAIN in massive 1/4 final
- Roger Federer ULTIMATE collectable! Signed Tennis Racquet as used by Roger
- Manchester United signed, 2006/07 team Jersey, winners of Premier League & dethroned Chelsea!
- Portuguese National Football team soccer ball autographed by Luís Figo, Cristiano Ronaldo and Nuno Gomes, among others
- Muhammad Ali & Joe Frazier framed Boxing Glove. Hand signed by two of The Greatest Heavyweights of All Time!
- KISS signed and framed Guitar from these 3 decade long Rock Legends. Simmon, Stanley

Silent auction:

- Alex Rodriguez signed and framed photo. A-Rod is Baseball's Most Popular Star!
- Casey Stoner MotoGP signed, framed Knee Slider. Our 2007 World Champion and bound to appreciate!
- Darren Beadman 'Stable of Champions'. Edition near Sold out!, boardroom quality!
- England Cricket World Cup 2007 Squad Signed Official Shirt. Pietersen, Flintoff, Vaughn...
- Fernando Alonso signed F1 Renault 2 photo piece of 2005, 2006 World Champ!
- Jack Nicklaus signed Golf ball in a 3-D box frame with a great photo! Golf's most prolific Master
- Lewis Hamilton - Signed F1 Racing Glove, box framed with action photo of 2007 Champion
- John Malkovic and Leonardo Di Caprio dual signed photo from the film The Man in the Iron Mask.
- Maradona Argentina Official Jersey. Signed by 'The Hand of God'.
- Michael Schumacher signed and framed triple photo piece. Seven Times World Champions!
- New Zealand All Blacks signed & framed full sized 2007 Jersey. Winners of the Tri-Nations and Bledisloe
- Ricky Ponting signed and framed two photo piece. The World's Greatest Cricketer!
- Ringo Starr signed, framed photo. The legendary Beatle and voice of 'Thomas the Tank Engine'
- Tiger Woods framed print. World's Greatest Golfer!
- Wallabies signed 2007 Jersey - entire squad have signed this famous piece, ahead of RWC



### Artworks and artists

- 3 works of art by Carlos Marreiros
- 1 paintings by Fernanda Dias
- 1 painting by Konstantin Bessmertny
- 1 work of art by Cristina Mio
- 1 work of art by Mio Peng Fei
- 1 work of art by Adalberto Tenreiro
- 1 painting by António Conceição Júnior
- 1 foto by Macrocosmo AC
- 2 works of art by Manuel C. Silva
- 1 painting by Rita Portugal
- 2 Fotos by Nuno C. Bastos
- 2 paintings by Joaquim Franco
- 2 works of art by João Ó
- 1 painting by Anita Fong
- 1 painting by Ung Vai Meng
- 1 work of art by Vitor Marreiros
- 1 Lorcha, (miniature ship, to scale, collector's item)



## A pioneer of Macau's electronic gaming entertainment

**M**ocha Clubs ("Mocha"), established in Macau since 2003, is a pioneer of Electronic Gaming Entertainment in Macau. At the time, Macau was predominated by traditional and old fashioned betting games. Mocha Clubs took the opportunity to create a brand new experience to gamers with a series of innovative and top quality electronic gaming machines from around the world which offers a contemporary entertainment enjoyment to the broadest spectrum of patrons and visitors.

Mocha Clubs has been developing rapidly in Macau. By November 2007, there were seven Mocha Clubs across Macau and Taipa. On Macau Peninsula, there are five venues across the whole peninsula and two venues at the Taipa island, all located in the tourist areas where surrounded by hotels to provide convenient access for our dear guests. Mocha Clubs are located at Royal Hotel, Kingsway Hotel, Hotel Sintra, Marina Plaza and Mocha Square on the Macau side, as well as Hotel Taipa Best Western and Hotel Taipa Square over the Taipa side.

Being the pioneer, Mocha now operates about 1,000 electronic gaming machine units, which allows them to maintain an unrivalled leadership position in the lucrative electronic gaming market among the non-casino-based operations.

Mocha Clubs is much more; our venues are uniquely designed and decorated to be stylish and trendy, coupled with the comfortable ambience of a café. At Mocha café, a new revolutionary series of food and beverage are created to meet the good tastes of our guests. Another key feature is the new coffee, new tastes, Mocha Coffee Culture, five new Mocha special coffees, including Mocha, Espresso, Cappuccino, Latte and White Coffee are now for all members and guests to enjoy.

In addition, Mocha Clubs is all about exclusive club member privileges and excellent guest services. Mocha Club is a club specially designed for people who seek fun, leisure and entertainment which membership is free and instant. Members can enjoy a world of exclusive membership rewards, discount offers, exciting benefits and much more unparalleled rewards throughout Macau and Hong Kong.

For more details, please view [www.mochaclubs.com](http://www.mochaclubs.com) ●



## About Hutchison Telecom Macau

**H**utchison Telephone (Macau) Company Limited ("Hutchison Telecom Macau or the Company"), established in 2001, is a subsidiary of Hutchison Telecommunications International Limited (SEHK stock code: 2332 / NYSE ticker: HTX). The Company is a leading mobile service provider in Macau, providing mobile broadband, superior voice, data, IDD and roaming services through its Turbo 3G and GSM dual-band network. It currently provides extensive and industry-leading international roaming services covering about 180 countries and regions (as of the end of July 2006) around the world, including GPRS roaming service.

The Company rebranded its mobile services under the 3 brand in November 2005. The new brand represents the Company's commitment to bringing innovative and diversified products and services to its customers by leveraging the 3 Group's resources.

Hutchison Telecom Macau announced the "Turbo 3G" Mobile Broadband Service in 16 October 2007 that showcasing the widest range of mobile multi-media contents in town with the super fast "Turbo 3G" 3.6Mbps HSDPA network. Coupled with simple and flexible service plans and exclusive 3G handsets, Hutchison Telecom Macau leads Macauians from all walks of life to transcend the boundaries of conventional fixed-line broadband and move all the way into the 3G world of 3 Macau.

Hutchison Telecom Macau has been a pioneer in the development of mobile data communications during its several years of operation in Macau. The Company was the first operator in Macau to launch WAP service, "Hutchisonworld" Wireless Internet Service in August 2001. "Hutchisonworld" delivers the richest content with about 100 sites currently available, allowing mobile users to browse their favourite online

sites wirelessly via their WAP handsets. In August 2002, Hutchison Telecom Macau unveiled Macau's first Multimedia Messaging Service (MMS), enabling users to download over 100 choices of MMS content from the "MMS Library" and to enjoy the first-introduced "Photo Album" function. It also pioneered the International MMS with mobile operators in Hong Kong, Taiwan, Singapore, Philippines, Austria and Sweden. The Company leads the market by offering the richest variety of Java games, innovative short messaging services and the pioneered m-coupon service. Hutchison Telecom Macau offers the widest coverage for international short messaging services, covering about 100 countries and regions.

To cater for the communication needs of the business community, Hutchison Telecom Macau exclusively launched the "BlackBerry Wireless Email Solution", which is widely acclaimed by corporations in North America and Europe. BlackBerry provides a unique end-to-end wireless enterprise solution for accessing email via a single mailbox integrating corporate email and personal ISP email accounts. It enables business

executives to increase work efficiency and productivity.

In short years, Hutchison Telecom Macau has become the second largest service provider in the market. The Company will continue to focus its expertise on delivering quality services and expanding its portfolio of service offerings in mobile multimedia and high-speed data communications. By leveraging its technical and service excellence and with services and products that exceed customer expectations, Hutchison Telecom Macau is leading the mobile industry in Macau into a new era of excellence. ●



**THE WESTIN**  
RESORT  
MACAU  
澳門威斯汀度假酒店



## About The Westin Resort Macau

The Westin Resort Macau is situated on the southern tip of Coloane Island overlooking the spectacular Hac Sa Beach. The eight-storey grand complex, which is terraced into a lush mountainside, features Macau Golf & Country Club's 18-hole tournament-style golf course on its rooftop and commands stunning views of the South China Sea.

The Westin Resort Macau offers 208 suites and rooms (average 66 sq. meters), each opening out to a private terrace overlooking the South China Sea, Hac Sa Beach or the Coloane National Park. With just a 20 minute drive from the Macau Ferry Terminal, 10 minute drive from Macau International Airport, downtown shopping and entertainment centre, and only 5 minutes away from the newly developed Cotai Strip. The Westin Resort Macau is an ultimate retreat that

suits everyone from couples and families to corporate groups.

The Westin Resort Macau is recently awarded as Best Business Hotel, Best Service Hotel and Most Luxurious Hotel in Macau by MasterCard Worldwide's "The Best Of 2006" Awards. The resort is also voted as the Best Resort in Asia by Hong Kong Business's prestigious High Flyers Outstanding Enterprises 2005 Awards and once again nominated as "preferred choice of accommodation of travelers to Macau" by Frequent Traveller. Recent accolades include Best Business Hotel in Macau SAR by Business Traveller; Number 1 resort in Greater China region and 7th Best Resort in Asia by Asia-hotel.com; Number 1 resort in Greater China region by Asia's Best Hotels & Resorts; One of top 7 seaside resorts in China by National Geographic Traveler. ●

**Westin Hotels & Resorts**, with 121 hotels and resorts in 31 countries and territories, is owned by Starwood Hotels & Resorts Worldwide, Inc. and was ranked "Highest in Guest Satisfaction Among Upscale Hotel Chains" in J.D. Power and Associates 2004 North America Hotel Guest Satisfaction StudySM."

**Starwood Hotels & Resorts Worldwide, Inc.** is one of the leading hotel and leisure companies in the world with approximately 850 properties in more than 95 countries and 145,000 employees at its owned and managed properties. Starwood® Hotels is a fully integrated owner, operator and franchisor of hotels and resorts with the following internationally renowned brands: St. Regis®, The Luxury Collection®, Sheraton®, Westin®, Four Points® by Sheraton, W®, Le Méridien® and the recently announced aloftSM and ELEMENTSM Hotels. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).



**The Westin Resort Macau**  
1918 Estrada de Hac Sa, Coloane, Macau  
t 853.2887.1111 f 853.2887.1122  
[westin.com/macau](http://westin.com/macau)

## About The Macau Coca-Cola Beverage Co., Ltd.

The Macau Coca-Cola Beverage Company, Ltd., serving Macau since 1949, a bottling system member belongs to the Coca-Cola Greater China. We are:

- The biggest beverage company and the dominate beverage marketer with the highest market share, market coverage and penetration, numbers of beverage system establishment in Macau SAR(1).
- The only beverage company in Macau providing customers with full marketing services supports, total sales integration services, full year distribution including the customer point-to-point supports, full beverage quality assurance, and beverage

system counseling and installation.

- Marketing the most diversify beverage categories and packaging from glass bottle, CAN and PET package, aseptic paper pack, cylinder/keg to BIB (Bag in the Box).
- The 1st in Macao to develop the fountain beverage business starting from early 1970's
- The 1st to introduce the BIB (Bag-In-Box) package to Macao market
- The biggest fountain beverage solution service provider in Macao, serving total 102 accounts and ≥170 systems (\*)
- The only company can support customer in fountain system by one stop service, starting from counsel planning, implementation to upgrading options,

supporting by an in-house team of 3 engineers and 20 technicians

- The 1st proven fountain zone system established in 2006 Macao by 100,000 square feet distribution and 1,000 drinks serving capacity per hour
- The biggest beverage marketer and supplier(\*\*) with the highest market share, the highest market coverage and the biggest distribution routing and delivery in Macau
- 100% self-owned 5-story 100,000 square feet distribution centre, warehouse and workshop in Macao, employs total ≥ 200 Macao people in 2006. ●

(\*) As at December 31, 2006, Fountain Account Customer Database  
(\*\*) As at December 31, 2006, I.T.M.O. Survey Report



TEAM



Aristocrat

Aristocrat Technologies is a leading manufacturer of gaming entertainment in Asia and around the globe. After more than 50 years of industry presence, Aristocrat's unique portfolio of innovative gaming products has evolved to include electronic gaming machines, systems, venue services and ancillary equipment. Aristocrat operates throughout Asia from its Asia Pacific head office in Macau and has a substantial presence in the Macau and surrounding markets. The latest Hyperlink products like Loco Loot and Golden Goals are placed in the surrounding Casinos as well as a range of top performing games like 50 Dragons, 5 Dragons and 50 Lions entertaining the new Asian Slots players. Aristocrat continues to deliver "The Power of performance" through its innovation and creative game varieties and its dedicated support to the Asia Pacific region. At Aristocrat, it's all in the game.

TEAM A

**Kurt Gissane**

Regional Sales Manager – Asia Pacific, Aristocrat (Macau) Pty Ltd

**Mr. Steven Adolpho**

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**Matthew Ballesty**

General Manager Casino Planning & Development, Crown Macau

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**Ann Sheldon**

**Nicky Pappal**



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General Sales Manager



**Ronald Cheung Tak Shing**  
Senior Marketing Manager



**Albert Cheung**  
Honourable Guest



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Wynn Macau is the first Las Vegas-style integrated resort in Asia. The hotel features 600 hotel rooms and suites, a unique choreographed performance lake, 5 fine-dining and casual dining restaurants led by a team of top chefs, a lounge & bar area, a spa, an outdoor heated swimming pool, 22,000 square feet of multi-purpose convention facilities, approximately 130,000 square feet of casino gaming space, and 26,000 square feet of retail space that houses the largest variety of international luxury brands in the city. The resort is located in the heart of Macau, adjacent to the Macau-Taipa Bridge and approximately 10 minutes drive from the Macau Ferry Terminal and 15 minutes drive from the Macau International Airport.

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Wynn Macau; Operations Controller



**Ken Lee**  
Wynn Macau; Vice President - Premium Marketing (China)

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Wynn Macau; General Counsel and Secretary



**Gary Chin**  
Wynn Design and Development; Vice President Construction Asian Division



**Mike Harvey**  
Leighton-China State Joint Venture (Contractor for Wynn Macau); Project Director



**Mike Clarke**  
Leighton-China State Joint Venture (Contractor for Wynn Macau); Project Manager



TEAM B



# TRACKING THE GROWTH OF GOLF IN ASIA

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Banco Nacional Ultramarino S.A. was founded in Lisbon, Portugal, in 1864, and starts its operations in Macau in 1902. Both as a commercial and issuing bank Banco Nacional Ultramarino has strongly contributed over the past century to the economic and social development of Macau. On March 28th 2001 the merger of Banco Nacional Ultramarino and Caixa Geral de Depósitos through incorporation of Banco Nacional Ultramarino into Caixa Geral de Depósitos was announced. In accordance with the merger plan the Macau Branch of Banco Nacional Ultramarino has become a bank incorporated in Macau and a wholly owned subsidiary of Caixa Geral de Depósitos, as of July 1, 2001. Banco Nacional Ultramarino provides a range of banking products and services including credit cards, personal loans, investment services and corporate banking facilities delivered through a variety of distribution channels and supported by an efficient customer service.

José Braz-Gomes



Jonny Senna Fernandes



Manuel Santos



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Mocha Clubs ("Mocha"), established in Macau since 2003, is a pioneer of Electronic Gaming Entertainment in Macau. At the time, Macau was predominated by traditional and old fashioned betting games. Mocha Clubs took the opportunity to create a brand new experience to gamers with a series of innovative and top quality electronic gaming machines from around the world which offers a contemporary entertainment enjoyment to the broadest spectrum of patrons and visitors. Being the pioneer, Mocha now operates about 1,000 electronic gaming machine units, which allows them to maintain an unrivalled leadership position in the lucrative electronic gaming market among the non-casino-based operations.

Mr. Ted Chan

Mocha Chief Executive Officer



Mr. Lai Ming Wai

Mocha General Manager, Property Development



Mr. Michael Tjendra

Mocha General Manager, Gaming Floor Operations



TEAM

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Steelman Architecture Asia, Limited (part of the Steelman Partners Group) has positioned itself as the premier touchstone in the entertainment architecture industry; SAA is an enclave of the industry's most talented and acclaimed architects, designers, planners and artists. The resulting work is renowned, remarkable and memorable. 80 projects later in 12 countries and 15 states, the Group company has completed every type of gaming project including resort, local, European, barge-based, riverboat, pari-mutuel and Native American. Clients included MGM, Mirage Resorts, Sheraton, Hyatt, Foxwoods, Swiss Casinos, Hard Rock, Grand Casinos, Icahn Enterprises, Caesars Entertainment, Harrah's, Sands Venetian, Showboat, Silverton, Sun International, and many others. The company has also completed many hotels, suites, shopping malls, retail stores, health clubs, theme parks, themed attractions, and restaurants.

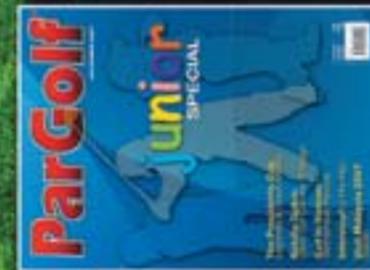
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Toko Kobayashi



Kuok Ieng Choi



**Around Asia's Fairways**

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# Facts on the Golf Course

Nature herself created a magnificent setting for this truly unique golf course. With spectacular views over the picturesque Hac Sa Beach and the South China Sea, the course offers a wide variety of interesting and challenging playing conditions.

With various holes ranging from flat to undulating and with strategically placed bunkers and lakes, the golf course is memorable for the unique challenge that golfers are confronted with at every hole. The multiple varieties of trees, shrubs and natural vegetation also add seasonal color to the verdant splendor of the golf course making a great experience for every golfer regardless of one's score.

### Hole 1 Par 4 394 Yds.

This pleasant opening hole requires a straight drive to avoid well-placed fairway bunkers. The second shot to a well-bunkered large green plays further than it looks, so ensure you have enough club.

### Hole 2 Par 5 498 Yds.

A left to right dog leg par 5 requiring a long straight drive to get to the dog-leg and avoid the bunkers. Big hitters may reach the green in two. A well placed second shot is needed to open up the green for a short iron third.

### Hole 3 Par 4 332 Yds.

This very tight, rising par 4 needs an accurate tee shot to place the ball between the out of bounds and three bunkers. The elevated green makes club selection for the second shot very tricky.

### Hole 4 Par 3 152 Yds.

This is a straightforward par 3 made awkward by swirling winds around the green. A definite birdie chance for any good iron player.



### Hole 5 Par 4 474 Yds.

An elevated tee gives the player a view of all the trouble to be negotiated. This hole requires a good long drive to allow the opportunity to try for the green tucked in a hazard protected hollow. Hole 5 is the toughest par 4 on the course, a real card wrecker.

### Hole 6 Par 3 140 Yds.

Out of bounds on the left and water behind on the right makes this relatively simple hole harder to play than it should be.

### Hole 7 Par 4 317 Yds.

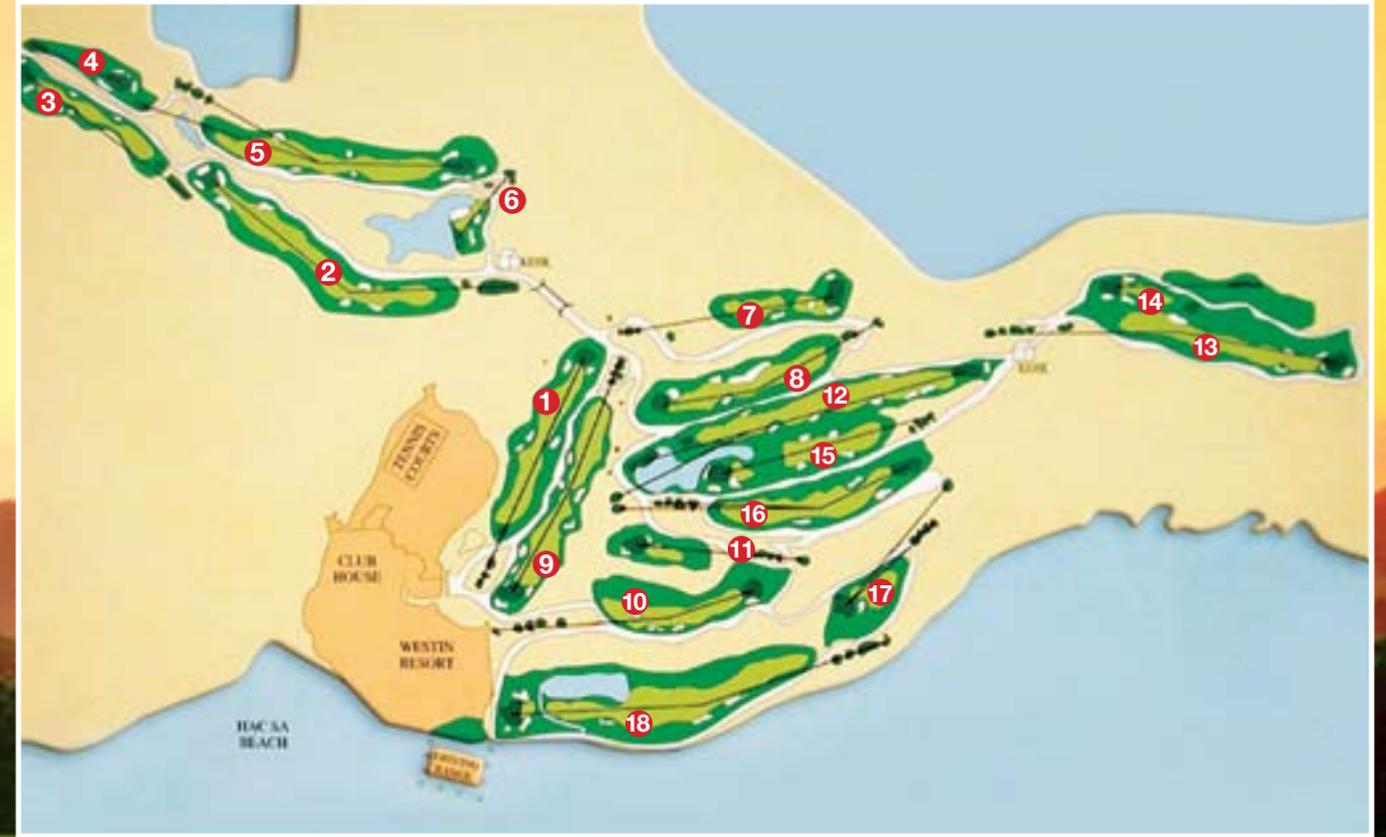
Out of bounds, ravines, a narrow fairway, and elevation changes make this short par 4 quite daunting. The sensible play is a long iron to the center of the fairway, which sets up a mid to short iron blind second shot to a well-bunkered elevated green.

### Hole 8 Par 4 370 Yds.

A definite birdie chance if you can avoid the fairway bunkers from the picturesque elevated tee. A small, very undulating green places a premium on pinpoint accuracy for the short iron second shot.



## Tournament Tees Par 71 6,557 Yds.



### Hole 9 Par 4 405 Yds.

A straight away down hill par 4. If you can thread your tee shot through the fairway bunkers you find yourself with a mid to short iron down hill shot to a heavily bunkered sloping green.

### Hole 10 Par 4 396 Yds.

An intimidating tee shot that requires a fade to put the ball on the right side of the fairway. This sets up a mid-iron to a raised upturned saucer shaped green. Make par or better on this hole and you deserve a pat on the back.

### Hole 11 Par 3 230 Yds.

This is a tough par 3. Pinpoint accuracy with a long iron or fairway wood is your only chance of hitting this punishing green.

### Hole 12 Par 5 574 Yds.

This classic par 5 rises from tee to green and is a genuine three shooter. A booming drive is needed to carry the water, followed by an accurate fairway wood which will set up a mid iron third to a violently sloping two-tier green.

### Hole 13 Par 5 536 Yds.

Trouble all the way down the right side makes accuracy rather than length the requirement for this hole. A good short iron third shot to the elevated green will set up a birdie chance if you can negotiate the swirling winds around the green.

### Hole 14 Par 3 201 Yds.

Trouble down the right, bunkers on the left and a small sloping green make this the toughest par 3 on the course.

### Hole 15 Par 4 339 Yds.

A long iron or fairway wood off the tee will set up a short iron over water to the sunken green. This pretty hole is a definite birdie chance.

### Hole 16 Par 4 410 Yds.

Anything but a perfect drive will leave a second shot off an upward sloping lie to a long two-tier green with hazards behind and to the right. This seemingly simple hole can be a real card wrecker.

### Hole 17 Par 3 225 Yds.

This spectacular par 3 has an elevated tee 140 feet above a big green surrounded by cliffs and shrub land to the right and the South China Sea to the left. Anything other than the perfect tee shot will result in disaster.

### Hole 18 Par 5 564 Yds.

Big hitters may risk going for this green in two, but sea, lakes, deep greenside bunkers and out of bounds usually forces a lay up second shot. This leaves a mid to short iron third over water to a sloping elevated green with out of bounds just over the back.

# Drills to kill the yips

Danny Chia shows two simple drills that will help cure golfers' putting yips

**H**ave you been missing too many short putts? Worry not. Have you been missing too many short putts? Worry not. Having the 'yips' is part and parcel of the game. Even pros need drills at the practice green to help us get back on the winning track when we are afflicted with this "curse". This issue, I will show you what I'll call the 'One Hand' and the 'Ball

Through Gap' drills. Mind you, these drills are not just cures for the yips, but can be used to promote a smoother and more consistent putting stroke. The main enemy on short putts is tension in the hands when a golfer freezes over the ball too long. It is best to loosen the grip, move the legs a bit and just relax. And if all else fails, you may just want to consider switching to a belly putter!

### The one hand putting drill



The putting stroke actually depends on both the left and right hands moving in unison. The left hand acts as a guide, while the right is more for feel, power and judgement between ball and cup. For those who constantly miss short putts, the 'One Hand Putting' drill eliminates this problem, which is actually caused by the breakdown of the left wrist. On this drill, practise by using only the left hand to putt and promote a smoother pendulum motion toward the hole. It actually trains the left hand to follow through and promotes more wrist stability at impact.

### The ball through gap drill



Like its name indicates, the 'Ball Through Gap Drill' trains golfers to focus on getting the ball between two tees. Just insert two tees into the ground (picture A), wide enough for the ball to roll through (Picture B). Ideally, the ball should be four feet from the hole and it's best to take 10 putts before removing the tees for normal putts. You'll find that your putting stroke will be more consistent.



If these drills fail to help you, you may want to replace your normal putter with a belly putter



# Low & smooth

A drill with a tee and the grip of a club to improve your putting stroke

**B**ad putting days are certainly a golfer's worst nightmare. However, like all things in life, there is always a solution. As a professional, it is a lot tougher for us to make that crucial putt when it matters most. However, with constant practice and drills, we succeed in making them. One of the drills that I constantly use to keep my putting stroke in check is by using a tee and a

short iron. This drill prevents my head from looking up, while it creates a consistent habit of keeping the putter low and smooth. After putting five times with a set of three balls, remove the tee and short iron and watch your balls roll truer along the putting line. Golfers can practice with this drill after every round or after three rounds. Believe me, you'll notice your scores coming down in no time!

### The drill

First, take a tee and insert it into the green. Take a short iron (9-iron or any wedge) and lay it down so that the grip is resting on top of the tee. Place a coin or

marker to putt from the same spot each time. If your putter touches and moves the grip, it means that you are not staying down on the putt.



# The Chip Shot

A chip shot is defined as a shot that is chipped and flown over the apron of the green and roll toward the hole/pin. The distance of the ball rolling should be longer than the distance of the ball air- borne.



**Selection of Club**  
The distance that the ball needs to roll after being chipped to the green area – Pitching wedge to 7 iron.



**Practice Aiding Tools**  
Place the 1st club in-front of your feet at the target line. Place the 2nd club at the middle of the 1st club pointed towards the ball.

## Addressing the ball



The club head should stay close to the ground surface, The club face at the target line.

**Ball placement** - Ball to be placed at the center right.

**Grip** - For a better control, grip the club lower.

**Stance** - Open both legs to the width of the shoulder. Body weight should be on the left leg.

**Posture** - Legs and thighs to open slightly, the shoulder, eye-level and target line must be parallel. Hold the club nearer to the shaft, arms relaxed and straighten the left arm to form a straight line with the shaft. Bend the right arm slightly, head in front of the ball. Bend both knees slightly.



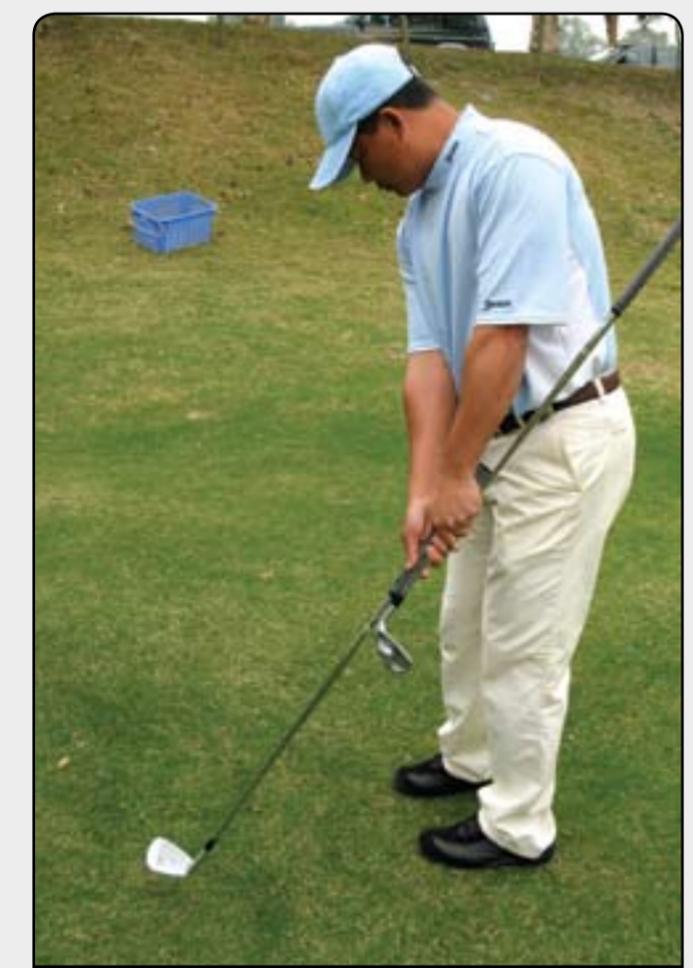
## Swinging



The swing of a chip shot is very similar to a putting stroke.



Use your arm and not your wrist. Hit the ball at a downwards angle. Head still.



## Chip shot - Steps

**STEP 1:**  
Stand behind the ball to observe the surroundings, look for a bigger object as reference that is on the target line.

**STEP 2:**  
Practise the swing behind the ball and imagine the ball flight and roll.



The Jockey Club Kau Sai Chau Public Golf Course

# Gary Player goes *public*

Since opening in December 1995, the Jockey Club Kau Sai Chau Public Golf Course, the only public golf course in Hong Kong, has been providing Hong Kong people with the opportunity to learn and play this popular game.

Designed by the world-renowned golfer, Gary Player, the Golf Course is set scenically on the outlying island of 'Kau Sai Chau' with tranquil natural surroundings, and is one of the most picturesque golf courses in Asia. The 140-hectare golf centre features two 18-hole courses, namely the North Course and the South Course. The North Course, a walking course, provides an exciting round of golf for experienced handicap players whilst the South Course, with electric golf cart service, is a friendlier course. The Golf Course facilities include a Golf Shop, Coffee Shop, Function Room, Golf Instruction Centre and Driving Range. Structured golf training courses are also offered at the Golf Instruction Centre.

Works are well advanced on the construction of the new Nelson & Haworth designed 18-hole East Course, adjacent to the existing facilities. The new course is expected to be opened to the public in early 2008, and promises to be a spectacular layout, with sweeping views of the South China Sea from every hole. Golf Carts will also be available for use on the new course.

The Golf Course places a high emphasis on managing the golf courses for the environment and in recognition of these efforts has been certified by Audubon International as an Audubon Co-operative Sanctuary for Wildlife having successfully completed their certificate program in key environmental areas such as Environmental Planning; Wildlife and Habitat Management; Water Conservation and Water Quality Management; Chemical Use Reduction and Safety, and Outreach and Education.

The golf courses at Kau Sai Chau have many spectacular holes with stunning scenery, three of which we describe here:

## NORTH COURSE – SIGNATURE HOLES:

### North Course Hole 1 (560 Yards – Par 5)

The 560 yard par 5 1st hole on the North Course with Sai Kung and the towering peak of Ma On Shan in the background is a classic opening hole that sets the scene for the magnificent North Course. For the brave, a 275 yards carry is required over a lake that will provide the perfect opportunity to attack the green with the second shot. For the more conservative, aim left for the relative safety of the fairway – a mere 225 yards away. For the second shot, aim short left to open up the green and a birdie opportunity, and beware the trouble through the back of the green to avoid a disappointing start to your round.



### North Course Hole 14 (205 Yards – Par 3)

Measuring 205 yards from the back tees, the par 3 14th hole is world class. With sweeping views of the South China Sea, a tee shot is required over a sea water inlet which is all carry to a green positioned on a rocky peninsula. You do not want to be short, long, or left on this hole. A modest bail out area to the right, offering minimal relief, combined with a severely sloped green, make par a career score on this hole for all but the very best of golfers.

## SOUTH COURSE – SIGNATURE HOLE:

### South Course Hole 16 (198 Yards – Par 3)

One of the toughest holes at Kau Sai Chau, this 198 yard par 3 is not for the faint hearted. The tee shot requires a precision shot to a postage stamp green which is all carry across a picturesque lake. The sensible shot is to play for the right half of the green which is deeper, and closer, to the bail out area to the left, where a chip and putt will save par.



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# Sung of Silence

Looking at Lee Sung in action on the golf course, you would never guess that the 27-year-old Korean is unable to hear the sound of his clubs striking the golf ball pure and true.

But despite being born deaf, Lee is one of the best golfers in Asia as he proved with his breakthrough Asian Tour victory in June's Bangkok Airways Open in Samui, Thailand. With his brother Lee Sung Joo on the bag, Lee coasted to a three-stroke victory over Thailand's Prayad Marksang at the Santiburi Samui Country Club. At press time, he ranked 11th on the Asian Tour's UBS Order Of Merit with more than US\$141,945 in winnings.

After a superb amateur career, Lee turned professional in 2000 and shortly after moved to America to ply his trade on the Nationwide Tour. After losing his card in 2003, Lee was encouraged by his compatriot, PGA Tour star KJ Choi, to switch his focus to Asia. The move paid immediate dividends as he won the Asian Tour Qualifying School in January, 2004.

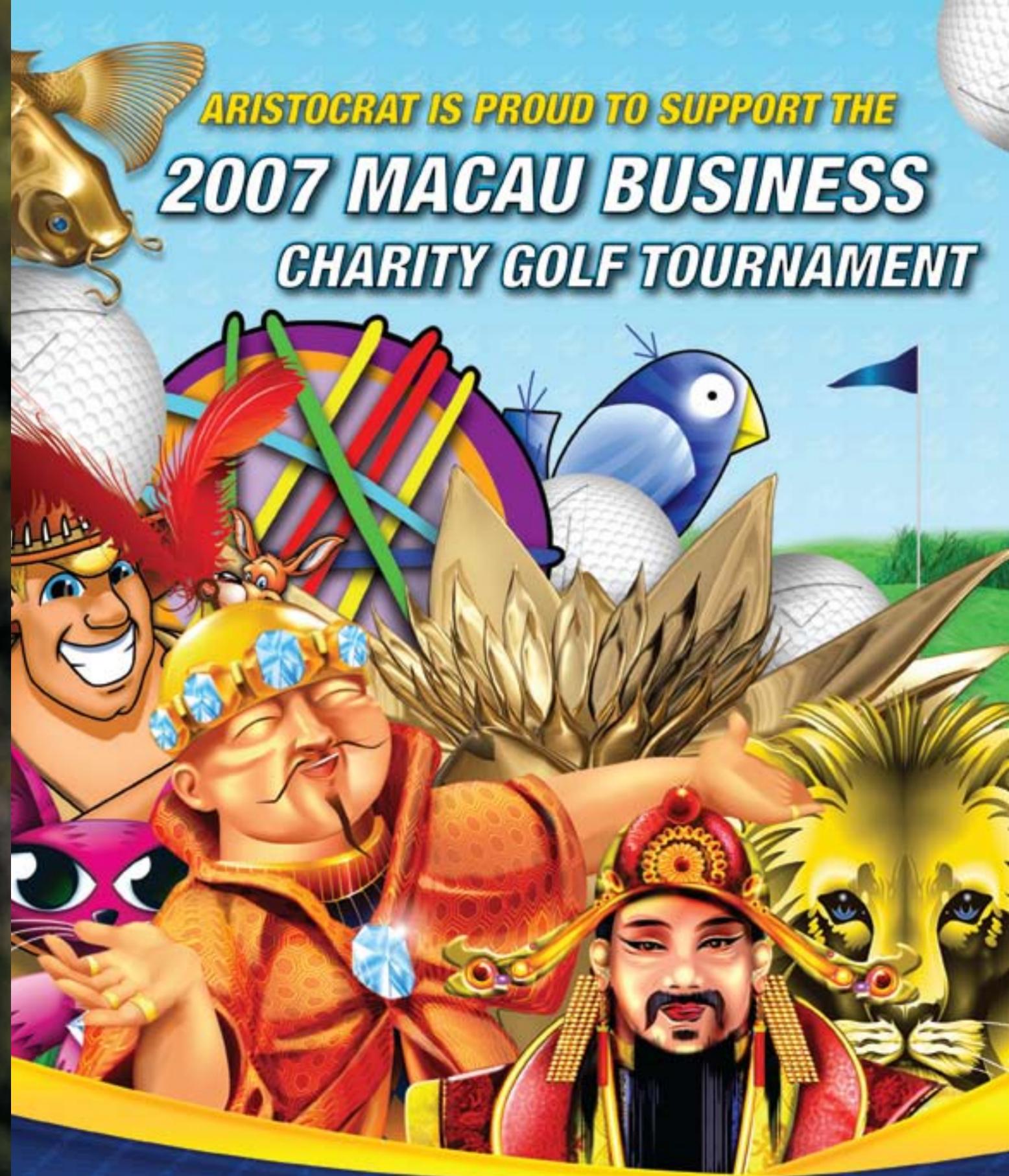
Lee enjoyed a promising debut season on the Asian Tour in 2004, finishing 33rd on the Order Of Merit with US\$69,991 in winnings. But he struggled in 2005, making only nine cuts in 20 events and losing his card. Not one to give up, Lee regained his card via qualifying school in 2006 and had a superb season, chalking up two top 10's en route to a 20th place finish on the Order Of Merit with US\$166,732.

But 2006 also had its share of disappointments, most notably in the International Final Qualifying for the British Open when he lost the third and final slot for Royal Liverpool in a heartbreaking playoff to India's Shiv Kapur at the Sentosa Golf Club in Singapore. Lee missed a four-foot par putt at the last regulation hole that would have sealed his ticket to the Open.

Lee played baseball when he was young but communication problems prompted him to switch to golf. While his father, Lee Kang-kun, is his only coach, Lee modelled his swing after his idols, Fred Couples and Ernie Els, and is one of the best ball strikers on tour.



<b>Name:</b> Lee Sung	<b>Asian Tour Victories:</b>
<b>Country:</b> Korea	2004 Qualifying School, Malaysia,
<b>Date Of Birth:</b> January 16, 1980	2007 Bangkok Airways Open
<b>Residence:</b> Seoul	<b>Career Earnings</b>
<b>Family:</b> Single	(Asian Tour, after the
<b>Turned Pro:</b> 2000	Bangkok Airways Open):
	US\$403,073



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