

**FOR IMMEDIATE RELEASE**

## **PANASONIC OPEN GOLF CHAMPIONSHIP SETS TO ATTRACT GLOBAL AUDIENCE WITH LIVE STREAMING on April 23<sup>rd</sup> and 24<sup>th</sup>**

The Panasonic Open Golf Championship will be streamed live later this month at selected holes and locations during the weekend rounds at the Chiba Country Club to enhance the viewing experience of golf fans.

<Panasonic Open live streaming>

Air date: 7:00am (JST) on April 23, Saturday

7:00am (JST) on April 24, Sunday

URL: <https://www.youtube.com/channel/UC-irE6UeYgImwFgaiTANSXQ>

The Panasonic Open Golf Championship, which will be making its debut on the Asian Tour and Japan Golf Tour Schedules from April 21 to 24, has attracted a stellar line-up which includes current Asian Tour Order of Merit leader Marcus Fraser of Australia, who will challenge for the title against the leading stars from Japan.

Total prize money for the tournament is 150 million Yen (approximately US\$1.27 million).

Panasonic is very excited with this new digital development and initiative which we hope will expand the viewership of the tournament around the world.

Viewers will get the opportunity to watch the action on holes one, 10 and 18 as well as from the practice range during the third and final rounds at the Chiba Country Club on Japan Golf Tour Organization official YouTube channel.

Andy Wada, a former Asian Tour player, and Dave Fromm will lead the commentary in English during the live streaming broadcast.

### **About Panasonic Open Golf Championship**

For the first time in 112 years, golf is scheduled to be held in the Rio 2016 Olympic Games. Panasonic, a Worldwide Olympic Partner for over 25 years, will host the Panasonic Open once again in order to contribute to this coming new era of golf. In addition to the traditional men's tour, we have changed our attitude and will establish a Ladies' Step Up Tour tournament to support both male and female golfers who are competing for a spot in the Olympic Games. For more information, please visit Panasonic Open website at <http://www.panasonic.com/global/panasonic-open>

### **Overview of Panasonic Open Golf Championship**

Host: Panasonic Corporation

Joint Host: Japan Golf Tour Organization

Joint Host Management: Japan Golf Tour Organization / Asian Tour

Event Venue: Chiba Country Club Umesato Course

Prize Money: Total Prize money 150,000,000 YEN

Event Date: April 20th (Wed) Designated practice day

April 21st (Thu) 1st Round

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April 22nd (Fri)	2nd Round
April 23rd (Sat)	3rd Round
April 24th (Sun)	Final Round

## **Overview of the LPGA Step Up Tour Panasonic Open Ladies**

Host: The Ladies Professional Golfers' Association of Japan

Joint Host: Panasonic Corporation

Event Venue: Chiba Country Club Noda Course

Prize Money: Total Prize money 20,000,000 YEN

Event Date: April 20th (Wed) 1st Round

April 21st (Thu) 2nd Round

April 22nd (Fri) Final Round

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## **About Panasonic**

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, enterprise solutions and device industries. Since its founding in 1918, the company has expanded globally and now operates 468 subsidiaries and 94 associated companies worldwide, recording consolidated net sales of 7.715 trillion yen for the year ended March 31, 2015. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. Learn more about Panasonic: <http://www.panasonic.com/global>

## **About Panasonic Asia Pacific**

Panasonic Asia Pacific provides the whole range of the brand's products and solutions across the Southeast Asia and Oceania (APAC) region, covering 27 countries including 10 offices in Australia, Cambodia, Indonesia, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Thailand and Vietnam.

Based in Singapore, Panasonic Asia Pacific regional headquarters focuses on creating A Better Life, A Better World by promoting its Business-to-Business portfolio while maintaining solid Business-to-Consumer growth. The region has 40 manufacturing sites, supporting Panasonic's global production activities in the housing, agriculture, energy solutions, appliances, components and devices sectors. For more information: <http://panasonicapac.mynewsdesk.com/>