

**THE GUCCI GOLD CUP HEADS TO THE UNITED STATES FOR THE SECOND
EDITION OF THE LONGINES MASTERS OF LOS ANGELES**

LOS ANGELES, CA (JULY 21, 2015) EEM, creator and organizer of the of the Longines Masters series, is pleased to announce that Gucci is continuing its commitment to equestrian sports with the debut of the Gucci Gold Cup in America. The competition will take place during the Longines Masters of Los Angeles event, held at the Los Angeles Convention Center on October 1-4, 2015.

Since the inception of the Masters in 2009, Gucci has been an invaluable partner in establishing one of the world's most prestigious indoor equestrian events. Gucci continued to integrate itself within the Masters Series with the creation of the Gucci Gold Cup in Paris, Hong Kong, and now the United States. The Gucci Gold Cup will be held on the Saturday evening of the Longines Masters of Los Angeles, and bring the glamour and sophistication of the brand to the arena as the world's best riders battle to win the coveted Gucci Trophy.

Gucci's equestrian culture runs deep and can be most exemplified with the legendary horse bit symbols and saddle detailing weaved into its collections that trace its heritage back to the founding of the brand in 1921.

EEM's CEO Christophe Ameeuw stated, "We are unbelievably grateful that our relationship with Gucci continues to develop across the Master Series on all three continents. The Saturday evening at the Masters, with the Gucci Gold Cup promises a night of great sport and glamour".

DETAILS

WHAT: The Gucci Gold Cup

WHEN: October 3, 2015 (Saturday)

WEBSITE: http://www.mastersgrandslam.com/en/longines_masters_los_angeles

GUCCI GOLD CUP: International Class in 2 rounds with the 25 best riders of the world

TICKETING: Tickets are available at <http://www.mastersgrandslam.com/en/ticketing>

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ABOUT GUCCI

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship.

Gucci is part of the Kering Group, a world leader in apparel and accessories that owns a portfolio of powerful luxury and sport and lifestyle brands.

For further information about Gucci, visit www.gucci.com.

ABOUT THE LONGINES MASTERS

Established in three of the biggest cities—Los Angeles, Paris and Hong Kong—the Longines Masters series is recognized by the FEI Fédération Equestre Internationale and is one of the most prestigious equestrian competitions worldwide. Created by EEM, the concept of the Masters was born in 2009 with the first edition of the Gucci Paris Masters, now renamed the Longines Masters of Paris. Inspired by the Grand Slam tournaments in tennis, the circuit rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014.



LONGINES MASTERS

LOS ANGELES

The world's best riders and horses will compete for one million dollars in prize money at each leg of the series. In addition, any rider who consecutively wins the Longines Grand Prix in Paris, Hong Kong and Los Angeles will be rewarded with one million euros Master Grand Slam Bonus. For two successive victories, the rider will be awarded €500,000, and winners of two non-successive victories within a series of three Longines Grand Prix will receive a €250,000 bonus.

EEM's objective is to create emblematic events that showcase the magic of show jumping and put equestrian sport in the international spotlight. These events are broadcast in more than 120 countries and reach almost 550 million viewers. Every edition of the Masters is a monumental event that brings together sports enthusiasts, amateurs, celebrities and corporate decision-makers from around the world, who come to enjoy a unique experience, boasting exceptional sport, entertainment, glamour, gastronomy and contemporary art.

- Longines Masters of Los Angeles October 1 to 4, 2015
- Longines Masters of Paris December 3 to 6, 2015
- Longines Masters of Hong Kong February 19 to 21, 2016

For more information please visit: www.mastersgrandslam.com

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