

PRESS RELEASE
November 2012



EMPERORS PALACE

THE PALACE OF DREAMS

Emperors Palace to host the South African Open Championship as official hospitality partner

Emperors Palace, the Vegas of Africa, is once again honored to accommodate and entertain international golfing stars during one of South Africa's most prestigious golf tournaments, the South African Open Championship from 15 – 18 November 2012.

“Emperors Palace is delighted to accommodate the players at the multi-award winning 5-star Peermont D’oreale Grande hotel, while the Serengeti Golf and Wildlife Estate, with a signature Jack Nicklaus golf course, will host the 2012 SA Open Championship. Best of all, the close proximity to Emperors Palace means that all sporting enthusiasts can enjoy sensational golf by day, and the luxury of four award winning hotels in the evening,” comments Peermont Chief Marketing and Customer Officer, Mark Jakins.

A flagship event for the Sunshine Tour, the South African Open Championship's origins dates back to 1893 and is widely acknowledged as one of the oldest national Open Championships in golf and truly embodies the spirit of competitive golf in South Africa. From its beginnings as a match play event, the country's flagship event evolved into a stroke play tournament in 1903 and continues to draw sizeable numbers of top golfers competing for the honour of being crowned champion. Last year, the title went to Hennie Otto and this year will be just as competitive with over 72 holes of stroke play, and 156 players taking part - all determined to take the title home.

Conveniently located five minutes from O.R. Tambo International Airport, Emperors Palace will offer special accommodation packages for the tournament with extended dates to allow guests to enjoy a very special golfing holiday.

Emperors Palace is a Peermont resort. For more information visit www.emperorspalace.com or call +27 (0)11 928 1000 or visit us on FACEBOOK. For accommodation bookings, please contact Peermont Central Reservations on 011 928 1928 or 0860 777 900 and quote the promotions code SA OPEN.

Ends

Conveniently located alongside O.R. Tambo International Airport in Johannesburg, South Africa, **Emperors Palace Hotels Casino Conventions and Entertainment Resort** combines timeless classical elegance and sheer excitement. With luxurious **accommodation** in four unique hotels, a glorious health and beauty **spa**, a magnificent **casino** with unparalleled gaming enjoyment, the finest in **dining** options, spectacular **entertainment** choices including a state-of-the-art cinema complex, world-class **conference** facilities, and **impeccable service**. Emperors Palace is the ultimate family destination.

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