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"1V1 MATCH RACING" IS THE RICHEST SAILING TOUR IN THE WORLD

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"1v1 Match Racing" is the richest sailing tour in the world with a prize purse of US\$500,000 per event.

Dubai based Eureka Group World (EGW) announced their intention to launch the world's richest sailing tour for the 2011 calendar year. The international tour will involve the very best professional sailors from around the world competing "one-on-one" in identical EGW36 sailing boats; hence the name "1v1 Match Racing". Each event will consist of ten days of highly competitive racing - focusing on the sailing abilities of the individual teams, rather than on the superiority of the boating equipment or technology. The prize purse per event is US\$500,000 - the highest in the sailing world.

The objective of the 1v1 Match Racing sailing tour is to generate destination awareness for the events' host nations through the sport of sailing. By nature, sailing is the perfect eco-friendly vehicle for any host nation to promote itself as a travel and tourism destination since it always features beautiful coastline locations. 1v1 Match Racing is also expected to stimulate business interests and encourage FDI (Foreign Direct Investment) thanks to the international exposure that the tour will generate. The organizers will also give each host nation the chance to choose which countries to invite to its event, thus consolidating strategic and political partnerships between each host nation and the visiting countries.

The plan to offer the richest prize purse in the sailing world (US\$500,000 per event) is expected to attract the very top professional sailing teams in the world. The running of a ten-day event of 1v1 Match Racing at shoreline proximity is designed to deliver optimum spectator viewing pleasure, access, involvement, excitement and interaction. Host nations, sponsors, and advertisers will all get the best chance to exploit each event's full marketing potential.

Internationally speaking, each event is expected to deliver maximum reach of huge global audiences - in the millions; unprecedented for the sport of sailing. As event organizers, EGW will provide seven (7) hours of daily Live TV Coverage to terrestrial and satellite broadcasters as well as for web-casting of streaming video. Full access to all other media groups both traditional as well as digital will also be given. To attract international audiences, daily quiz competitions (offering US\$80,000 prize money per day) will generate maximum global participation and excitement. Furthermore, three (3) on-board cameras will be placed on each and every boat in order to provide viewers with the possibility of enjoying Web-based VR (Virtual Reality) sailing, viewing, and maximum interaction with the teams. Each ten-day event will be accessed through a purpose-built event portal for what is expected to become a global on-line community of millions of sailing fans of 1v1 Match Racing.

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EGW have planned the very best possible arrangement for each event and its host nation, as well as for the sponsors, advertisers, partners, and all other stakeholders. While sports in general and sailing in particular are of the essence, 1v1 Match Racing is also all about cost-effective marketing. Based upon previous experience, 15 times ROI (Return On Investment) can be generated in terms of Advertising/PR awareness and exposure; before, during, and after the 10-day event. Furthermore, EGW will give event sponsors the chance to participate in a 50% share of advertising revenue. www.1v1MatchRacing.com

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LATEST 10 DAYS | 30 DAYS | 30 RELEASES

LIST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2009	369	374	391	465	519	678	526	209	564	456	373	28
2008	354	312	417	465	617	599	535	186	694	340	361	324
2007	228	223	308	451	450	529	499	89	476	382	398	251
2006	214	173	324	304	529	552	466	109	370	223	206	140
2005	162	190	183	208	334	302	260	55	301	178	272	135
2004	19	19	31	28	159	255	230	23	125	122	126	128
2003	57	85	76	62	116	60	53	18	33	38	32	10
2002	48	54	68	93	116	101	112	40	51	81	89	73
2001	135	101	83	75	83	88	106	33	74	65	61	40
2000	56	72	31	44	87	131	176	104	117	90	85	103
1999	-	-	-	34	11	14	12	10	26	32	57	51

Overall number of press releases divided into years and months



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