

### **The Inaugural Etisalat Golf Classic; Golf the Etisalat way.**

The Inaugural Etisalat Golf Classic teed off in style at the RCGC on the 30<sup>th</sup> and 31<sup>st</sup> of July 2010. The tournament was open to all Golf club members and Etisalat subscribers. The competition was over 18 holes with the handicap categories including Group A Handicap 0 – 09, Group B Handicap 10 – 18, Group C Handicap 19 – 28, Seniors Division, Master Division, Ladies Silver Division and Ladies Bronze Division. Prizes were given to overall best Nett score of Men's section, Overall best Nett score of Ladies section, Winners of each handicap group and Runner-Up of each handicap group.

Overall Winner of the tournament Mindika Hettiarachchi (42 points) won himself and a friend an all expense paid Golf tour in Abu Dhabi, including 2 tickets to an international Golf event. This includes Business class air tickets, 5 star accommodation and course fees for 3 rounds of Golf at the Abu Dhabi Golf course. Overall winner of the women's category, Fran De Mel also won a return air ticket to Dubai on business class. Other prizes for category winners include free air time and mobile phones.

An exclusive 'Etisalat Elite Club' was announced at the Cocktail and Award ceremony on the 31<sup>st</sup> night. This was intended to build brand loyalty and attract new users. Eligibility required RCGC membership, an Etisalat connection and maintenance of a minimum ARPU of Rs. 2500/- per month. The "Etisalat Elite Club' membership entitles a host of benefits including the opportunities to win the latest of Golf equipment (every quarter) and is the entrance ticket to next year's tournament. It also enables priority services to customers, special deals on handsets, discounts at the mirror lounge and regional golf courses such as the Victoria golf course.

**Photo 1- Etisalat Lanka CEO/Chairman Dumindra Ratnayaka handing the prize to overall winner (Men) Mindika Hettiarachchi**

**Photo 2- Etisalat Lanka CEO/Chairman Dumindra Ratnayaka handing the prize to overall winner (Women) Fran De Mel**