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MEDIA RELEASE
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PETRON MALAYSIA IS THE OFFICIAL FUEL SPONSOR OF BMW MALAYSIAN OPEN 2014

Kuala Lumpur – Petron Malaysia is proud to be the official fuel sponsor of the BMW Malaysian Open 2014, the country’s most prestigious women’s tennis tournament and a key event of the Women’s Tennis Association Tour.

“Petron has always been an advocate of sports excellence and youth development. Thus, we are excited about our collaboration with BMW Group Malaysia, a global brand synonymous to automobile excellence, and event organizer Carbon Sports in hosting the 4th BMW Malaysian Open,” Petron Head of Retail Business Pn Faridah Ali said.

“We also look forward to fueling the journeys of the world’s top women tennis players with Petron Blaze gasoline,” Pn Faridah added.

Petron Blaze RON 95 and Petron Blaze RON 97 are premium and environment-friendly fuels formulated with world-class additives to promote optimum power and engine efficiency.

This year’s BMW Malaysian Open will be held from April 14 to 20 at the Royal Selangor Gold Club (RSGC). It will see 32 players from the Women’s Tennis Association, the world’s leading women’s tennis tour, compete for a winning cash prize of USD250,000.00.

The tournament will feature some of champion tennis players such as former world number one Venus Williams; 2013 defending champion Karolina Pliskova; and 2013 Wimbledon Doubles Champion and 2012 BMW Malaysian Open champion Hsieh Su Wei and Dominika Cibulkova.

BMW Malaysian Open 2014 is organized by Carbon Sports with BMW Group Malaysia as the title sponsor. It is also recognized by the Lawn Tennis Association of Malaysia (LTAM). For more information on BMW Malaysian Open 2014, please visit the tournament’s official website www.bmwmalaysianopen.com.

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Petron Malaysia is a subsidiary of 80-year-old Petron Corporation, the leading and largest oil refining and marketing company in the Philippines. Since its establishment in 2012, it has embarked on a rebranding and upgrading program of its retail network. Today, 300 out of its 560 stations nationwide now carry the blue and red Petron brand. The program will be completed within the year. Petron Malaysia also embarked on a retail expansion program to make its superior products and innovative services more accessible to Malaysia customers. Read more about Petron at www.petron.com.my.

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