

~2015 Japan Golf Tour~

Announcing the inauguration of  
The HONMA TOURWORLD CUP AT TROPHIA GOLF

HONMA GOLF Co., Ltd., (head office: Roppongi Hills Mori Tower 35F, 6-10-1 Roppongi, Minato-ku, Tokyo; representative director & president: Koji Nishitani) hereby announces that it shall hold a new tournament for the Japan Golf Tour (which operates under the jurisdiction of the Japan Golf Tour Organization) in 2015 jointly with Accordia Golf Co., Ltd., (head office: Shibuya Cross Tower, 2-15-1 Shibuya, Shibuya-ku, Tokyo; representative director & president: Ryusuke Kamata).

In 2012, Honma Golf launched a new brand—Tour World—for serious and professional golfers. Thanks to the support of everyone concerned, this brand has been steadily gaining in sales and market share.

At the same time, we have been proactively engaged in concluding contracts with tour professionals. This brand has garnered a higher profile thanks in particular to a number of milestone accomplishments: Koumei Oda became the top moneymaker for the Japan Golf Tour in 2014, Hiroshi Iwata won his first tournament and gave an impressive showing at the WGC-HSBC Champions tournament, and Bo-mee Lee won thirteen victories both at home and abroad as a member of the LPGA.

In 2015, Honma Golf has released TW-727 Series of clubs, a second-generation take on our Tour World brand. By also holding a men's golf tournament in the same year, we aim to enhance the power of this brand and hope to contribute in whatever small way we can to the growth of the struggling Japanese golf market.

Outline of HONMA TOURWORLD CUP AT TROPHIA GOLF

Tournament name:	HONMA TOURWORLD CUP AT TROPHIA GOLF
Sponsorship:	HONMA GOLF Co., Ltd., / Accordia Golf co., Ltd.
Supervision:	Japan Golf Tour Organization
When:	October 8 to 11, 2015
Course:	Ishioka Golf Club (Ibaraki)
Prize money:	Total 100 million yen / Championship prize money 20 million yen

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**Ishioka Golf Club**

As the venue for HONMA TOURWORLD CUP AT TROPHIA GOLF, Ishioka Golf Club was designed by Jack Nicklaus and opened in December 1994. ACOM International, a men’s golf tournament officially sanctioned by the JGTO, was held each year from 1999 to 2006.

In 2012, this golf course was named one of Rolex World’s top 1,000 golf courses thanks to its exceptional layout and outstanding maintenance. Accordingly, the Ishioka Golf Club is a golf course that enjoys an excellent reputation both in Japan and abroad.

In October 2013, this golf course was refurbished and unveiled under a new brand name, Trophia Golf as part of a multi-brand strategy adopted by Accordia Golf. It is operated with the aim of maintaining, at all times, a level of course quality sufficient for holding tournaments.

**TROPHIA GOLF**

This brand offers the strategic characteristics, settings, and conditions of tournament-caliber courses to arouse the challenging spirit of players on a true stage for players who know the joy of being dominant at golf. The brand name Trophia is derived from the word *trophy*.

The logo mark conceptually merges the letter *T* with a representation of the Winged Victory of Samothrace (goddess of victory) to help imagine tournaments and a vision of competitions among athletes yet to be held.

*Master Your Game* is the brand statement that both calls upon players to stoically raise the levels of their own skills and techniques and expresses a commitment to providing an elevated service environment.

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