

PRESS RELEASE



91.5FM Phuket FM Radio Inks Title Sponsorship Deal with Laguna Phuket International Marathon's 5km Community Walk Event

Bangkok, May 4, 2011—91.5FM Phuket FM Radio, the number one English-speaking radio station in Phuket, has signed a three-year agreement to become the title sponsor of the 5km Community Walk event in the Laguna Phuket International Marathon. Now dubbed the 91.5FM Phuket 5km Community Walk, the event will be one of the key attractions in the 6th edition of this international marathon competition, which is organised by Go Adventure Asia.

"We are very excited about this partnership. 91.5FM is the leading radio station in Phuket with a strong connection to the local community, which makes it the ideal partner for our community walk. 91.5FM was a media partner of the event last year and we are happy and excited about taking the relationship between the event and 91.5FM to the next level. The folks at 91.5FM are a passionate group of people who will certainly add to the event experience with their excitement and coverage of the event," said Mr. Roman Floesser, General Manager of Go Adventure Asia.

91.5FM Phuket FM Radio will be featuring special guest interviews with high-profile athletes and participating celebrities in the lead-up to the event. On the day of the marathon, the station will be providing live updates straight from the marathon course.

Mr. Byron Jones, General Manager of 91.5FM Phuket FM Radio, revealed a variety of reasons behind the station's support for this year's event: "We provided support to the Laguna Phuket International Marathon last year, and we were delighted to be working with model professionals from Go Adventure Asia and other partners. We were also inspired by the sight of thousands of athletes who came to Phuket to challenge themselves and make charity contributions for flood victims. As a part of the local community, all of us at 91.5FM Phuket FM Radio would like to help spread the word about the marathon, and this eventually culminated in our title sponsorship

agreement for the 5km Community Walk. We hope our efforts will help attract more participants to the event.”



In addition to the agreement, 91.5FM's very own DJ Mark Wilkinson – fresh off his recent successful completion of the London Marathon – will be taking part in the Laguna Phuket International Marathon for the first time after having signed up for the half-marathon race. “I am really looking forward to taking part in this event,” said Mr. Wilkinson. “This will be my first long-distance running event in hot, humid weather, and I hope I can get a great time in this scorching heat.”

The Laguna Phuket International Marathon has been an international attraction for tourists and athletes since its inception in 2006. Phuket Province and the Tourism Authority of Thailand expect this year's sixth edition of the marathon to feature thousands of participants from all over the world, contributing to Phuket's lively atmosphere and active tourism industry.

The 2011 Laguna Phuket International Marathon will kick off in the morning of June 12, and interested runners can sign up online for the event at www.phuketmarathon.com and take advantage of exclusive early-bird discounts. On-site registration will also be available during June 10 and 11.

91.5FM Phuket FM Radio is the island's most popular English-speaking radio station. Aside from serving up quality music across all genres, the station also provides local news updates, international news straight from the BBC's London bureau and plenty of useful information for visiting tourists. 91.5FM is available throughout Phuket as well as online at www.phuketfmradio.com.

The Laguna Phuket International Marathon is presented by Laguna Phuket Resorts & Hotels, Phuket Province, Go Adventure Asia and Amazing Field. It is co-sponsored by the Tourism Authority of Thailand, 100PLUS Isotonic Drink and Timex. Other partners include Anda Focus, ASI Photos, Bangkok Hospital Phuket, ChampionChip, Go Thailand Tours, Nam Man Muay, The Phuket Gazette, Phuket Gazette TV and 91.5 FM Phuket Island Radio. The Phuket Marathon is a member of the Association of International Marathons and Road Races (AIMS). The course is AIMS measured and certified.