



METTLE GAMES RECEIVE A BOOST WITH G-SHOCK COMING IN AS A TITLE SPONSOR

**Singapore's biggest action sports and lifestyle extravaganza is back for its
second edition**

(Singapore – 8 November 2011) Tough, shock-resistant with unrivalled individuality. These are the very traits that G-Shock is synonymous with. Visitors to the G-Shock METTLE GAMES 2011 can now expect the same attitude from this synergy that G-Shock brings by coming in as title sponsor for the first time.

Into its second year, the G-Shock METTLE GAMES 2011 is a two-weekend affair held on 26 – 27 November and 2 – 4 December 2011. It will comprise competitions and demonstrations from internationally renowned action sports celebrities as well as entertainment and parties.

Managing Director of Casio Singapore, Mr. Takaya Hideki said, "METTLE GAMES and G-Shock share the same brand personality that appeals to the same target audience – the trend-conscious youths who lead an active lifestyle and prioritize functionality."

He added, "As a brand that encourages the development of young talents, we decided to work with this dynamic event as our ambassador for action sports to discover and support action sports athletes in Singapore."

The competitions for G-Shock METTLE GAMES include aggressive in-line, bicycle motorcross (BMX), cable wakeboard, wakeboard and skateboard. This year's new addition to the line-up will be the Polygon Urban Downhill, a gravity-assisted time trial biking event where riders race against the clock. This is the first time that this will take place at the world's largest giant observation wheel, the Singapore Flyer.

With participants from over 12 countries including Australia, Netherlands, Japan, Thailand and China, the competitions will be held at various venues such as the Singapore Flyer, Marina Reservoir, East Coast Xtreme Skate Park and East Coast Park Ski 360.



The battle will be intense once national athletes such as Tan Hong Chun, Ian Krempl, Sasha Christian and Max Christian come back from the SEA Games to compete in competitions such as the Polygon Urban Downhill and Wakeboard.

Recent top 10 Aggressive In-Line finishers at the Asian X-GAMES 2011 in Shanghai, X-mini Ambassadors Soichiro Kanashima from Japan and Note Boonnim from Thailand will be doing demonstrations for the crowd at the East Coast Xtreme Skate Park during the 2nd weekend of the games. Joining the aggressive in-liners will be Texan BMX pro rider Aaron Ross who is famous for his stunt riding and flamboyant tricks.

Andre Leong from Octopod, Organisers of the G-SHOCK METTLE GAMES, said, “We are very excited that G-SHOCK is coming in as a title sponsor for this year’s event.”

He added, “This year’s event will also be free for all to come. So what are you waiting for?”

G-SHOCK METTLE GAMES 2011

A high energy and lifestyle-oriented alternative sports festival comprising world-class demonstrations, exhibition and action sports competition elements, the unique show proposition of the G-SHOCK METTLE GAMES lies in its focus on positioning itself as an all encompassing lifestyle event that caters to a wide array of audience. Offering more than a host of multi-disciplinary sports competitions and high energy fringe activities, G-SHOCK METTLE GAMES 2011 will not only attract elite athletes, spectators and media but also provide a valuable platform for both organizers and industry partners to expand their business network and opportunities.

As a testament to the promise of delivering a high level of competition and to attract world-class athletes, G-SHOCK METTLE GAMES is sanctioned by both international and local sporting bodies, namely the Asian Extreme Sports Federation under the Olympic Council of Asia, International Skateboard Federation, World Rolling Series, International Waterski and Wakeboard Federation and the Singapore Cycling Federation.

Set to take place over 2 weekends, the event will feature 6 action sports competitions including a first-of-its-kind downhill mountain bike race in an urban mall setting at the Singapore Flyer. With such an exciting line-up, the G-SHOCK METTLE GAMES 2011 is one action-packed event you won’t want to miss!



Octopod Asia Pte Ltd

G-Shock METTLE GAMES is organized by Octopod Asia Pte Ltd. Octopod Asia, a division of VOX Group, consists of a team of event engineers with more than 10 years of experience in show organizing and management.

VOX Group comprises five independent subsidiaries that provide a range of services such as consultation, planning, design conceptualization, event management and professional event logistic support.

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