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USM STRENGTHENS PARTNERSHIP WITH AMER SPORTS MALAYSIA

PENANG, 26 June 2015 – Universiti Sains Malaysia (USM) through the Sports and Recreation Centre (PSR) continues to strengthen its amicable partnership with Amer Sports Malaysia Sdn Bhd by extending the memorandum of understanding (MoU) on the sponsorship of sports attire and equipment bearing the “Wilson” brand name until 2018.

The Director of PSR, Haji Muhamad Mohd Hanif said, since the sponsorship began in 2012, Wilson has supplied various types of sports attire such as T-shirts and ‘windbreakers’ and assisted PSR in improving the management of the tennis courts.

“USM and PSR are currently making active improvements in the development of sports, including tennis and badminton and with the sponsorship valued at close to RM60,000 annually, these two types of sports would get the boost towards excellence.

"In the meantime, students too would be rewarded with attractive discounts offered by Wilson, other than USM using the Wilson brand name and being the official brand of the Malaysian Universities Sports Council (MASUM)," he added.

Muhamad also hoped that with the extension of the sponsorship contract, students would fully capitalise on the sponsorship in order to improve sports elements and excel in the two competitive sports of badminton and tennis at the highest level.

Amer Sports Malaysia Sdn Bhd which was represented by the Executive Manager for Marketing, Cheah Liek Hou also expressed her feeling of being proud with the partnership established.

“We see that the USM tennis and badminton teams have high potentials and could go further by participating in more tournaments and due to that reason, we would like to be part of that success via the designated sponsorship.”

“The sponsorship not only concerns the provision of sports items from time to time, but also direct involvement in the organisation of national level events such as the National Sports Awards, MASUM, and Inter-Varsity Sports (SUKIPT) among others,” he said. - Translation: Mazlan Hanafi Basharudin/Text: Mohamad Danial Shahri & Syuhada Abd Aziz

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