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Nordea new title sponsor of Nordea Scandinavian Masters

Nordea becomes the title sponsor of the Swedish leg of the European Tour in golf. The name of the tournament will be Nordea Scandinavian Masters. Nordea also becomes the title sponsor of the Nordea Tour, which this year included 28 tournaments in Sweden and the other Nordic countries.

- We are pleased to contribute to a tournament that can boost international attention on Sweden and the other Nordic countries. With an excellent golf course, stable cooperation and ambitious owners, Nordea Scandinavian Masters can become even more attractive. In addition, the Nordea Tour will enable many young players to set new goals and develop, says Christian Clausen, Group CEO of Nordea.

- As the leading Nordic bank we are also glad to be able to help build ties between people and companies in different countries and towns in the Nordic countries. This cooperation provides valuable exposure of Nordea to an important customer segment, Christian Clausen continues.

- This gives us the kickstart we need to realise our vision to become the second-largest tournament in Europe after the British Open. It is very encouraging that the tournament is so attractive, says Fredrik Nilsmark, CEO of Scandinavian Masters AB, who runs Nordea Scandinavian Masters.

In 2010 Nordea Scandinavian Masters will be played for the first time at Bro Hof outside Stockholm. The golf course is ranked as the best in the Nordic countries by Golf Digest Magazine among others.

The Masters Tour, to become the Nordea Tour, was played in four countries with 28 tournaments this year.

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Nordea's vision is to be the leading Nordic bank, acknowledged for its people, creating superior value for customers and shareholders. We are making it possible for our customers to reach their goals by providing a wide range of products, services and solutions within banking, asset management and insurance. Nordea has around 10 million customers, approx. 1,400 branch offices and a leading netbanking position with 5.4 million e-customers. The Nordea share is listed on NASDAQ OMX in Stockholm, Helsinki and Copenhagen.