

BWF TAKES BADMINTON TO THE NEXT LEVEL AT THE WORLD CHAMPIONSHIPS IN JAKARTA

Kuala Lumpur, Malaysia 4th August 2015 – From the 10th to the 16th of August 2015 the Badminton World Federation (BWF) will be hosting the ‘Total BWF World Championships’ at the *Istora Senayan* Stadium in Jakarta, Indonesia. This year BWF takes badminton to the next level with the introduction of the ‘Li-Ning Jump Smash™ e-Tournament’ to be held in conjunction with the event.

The Badminton World Federation (BWF) is the international governing body for the sport of badminton, with over 176 member nations around the world. They hold up to 6 major international badminton events a year with the ‘Total BWF World Championships’ offering the most ranking points for the Olympic games. This year the BWF World Championships will be held at the *Istora Senayan* Stadium in Jakarta, Indonesia.

BWF President Høyer anticipates fierce action early in the tournament and has been quoted saying. “I can see that there are many good matches and I’m looking forward to being there as a fan and as a spectator. There are some tremendous matches from the first day. There will be disappointments, but also a lot of joy.”

Joy in fact seems to be the theme of the ‘Total BWF World Championships’ this year, where players and spectators both come into the tournament to not just win but celebrate the sport of badminton. “The environment around the tournament is vital. It’s about having a very cheerful time on the spectator seats. That will happen for sure, that’s what Indonesia is capable of delivering, and it helps the players lift their game and it helps us present ourselves at the highest level.” Says BWF President Høyer

This year for the first time ever BWF will play host to a different sort of tournament in conjunction with the BWF World Championships. Keeping up with the times in this era of technology, ‘Li-Ning’, China one of the biggest brands in sporting goods will be working together with ‘Mediasoft™ Entertainment’, Malaysia to set up an interactive e-tournament for badminton mobile gaming right there in the stadium. Part of generating

the momentum and excitement for the sport of badminton will be to host an e-Tournament where fans of the sport can get actively involved playing and even winning a championship of their own.

The game being featured this year is the No. 1 selling badminton game 'Li-Ning Jump Smash™ 15'. The game is available worldwide on both iOS and Android and has a fan following of over 6 million downloads. Featuring high action state-of-the-art gameplay coupled with an intuitive gameplay model, players are able to mimic real-time badminton movements to emulate their favourite players on screen. 'Li-Ning Jump Smash™ 15' will feature some of the world's top badminton players Chen Long (China), Srikanth Kidambi (India), Markis Kido (Indonesia) and Derek Wong (Singapore).

The tournament will be free to play for everyone at the 'Total BWF World Championships' and will feature 4 days of games, activities as well as prizes worth IDR 13,500Rp. The e-Tournament will be playable for all 6 days of the World Championships and the final rounds will be played in the last four.

The addition of the e-Tournament by 'Li-Ning' and 'Mediasoft™ Entertainment' takes the 'BWF World Championships' to a new level. Focusing on not just providing a platform for the world's leading players to compete, but also for the spectators and fans of the sport to get actively involved and celebrate their love for the sport.

About The Badminton World Federation (BWF)

The Badminton World Federation (BWF) is the international governing body for the sport of badminton recognized by the International Olympic Committee IOC. Founded in 1934 as the International Badminton Federation with nine member nations (Canada, Denmark, England, France, Ireland, Netherlands, New Zealand, Scotland and Wales), the BWF has since expanded to 176 member nations around the world. On September 24, 2006, at the Extraordinary General Meeting in Madrid, it was decided to adopt the new name Badminton World Federation (BWF).

Its head office was located in Cheltenham, UK since its founding, but on October 1, 2005, was relocated to Kuala Lumpur. Its current president is Poul-Erik Høyer Larsen.

About Mediasoft™ Entertainment

Mediasoft™ Entertainment is an award winning world-class digital entertainment studio from Malaysia. From conceptualization all the way through post production our portfolio of original IP games have been created with the standards of world-class quality, highly excessive imagination as well as a good helping of Mediasoft™ magic.

Mediasoft™ brings to the international arena an unmatched passion to create, innovate and develop truly unique and exciting digital entertainment content. Through our strategic partnerships across Asia, North America and Europe, the Mediasoft™ presence is renowned on a global scale.

About Jump Smash™ 15

Jump Smash 15 is the latest release in the popular badminton sports franchise from Mediasoft Entertainment. Be captivated by an all-new innovative touch gesture gameplay that reacts contextually to the user to mimic real-time badminton movements. Choose from 32 originally animated characters or design your own custom anime player. Play in singles or doubles mode, with your friends, in Tournament or Multiplayer mode or against the AI in Exhibition mode. Earn JS Coins or JS Gold as you play and use that to improve the stats of your player either in training mode or by buying better equipment at the JS Store. Individualise and train each skill point and keep playing to become the next Jump Smash Champion!

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