**MEDIA RELEASE**

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**MFS Australian Open – a new destination for glamour**

**Sydney Australia:** The style and glamour of Myer Ladies Day struts on to the fairways tomorrow, Thursday 13 December at the 2007 MFS Australian Open at The Australian Golf Club.

The nation's largest fashion store icon and our nation's hallmark golf tournament together will host an exciting day of festivity firsts at the Open. It will be a celebration of the best of Australian fashion and golf.

Paul McNamee, Executive Director of the Australian Opens said, "Myer is bringing style back to golf in a big way. Our golfers have always caught the eye of fashion watchers. Remember Jan Stephenson’s red and white when she won the US Open, Rodger Davis in his plus fours or even Kurt Barnes’ modern take. Myer is the natural choice to showcase golf’s fashion connection.”

“It will definitely add a new destination for glamour in the summer season of sport.”

The focus will be on the Myer 4th hole where, during the afternoon, Estee Lauder will offer a freshen-up for spectators as the players contest the Myer Hole-In-One competition. The first player to score a hole-in-one will win a $100,000 Myer shopping spree with Jennifer Hawkins.

In the village the season's hottest looks will be on show in the Myer fashion parade from 2.30pm featuring Carla Zampatti, Wayne Cooper, Nicola Finetti, Leona Edmiston, T.L. Wood, Camilla & Marc, Kate Sylvester, Karen Walker, Arabella Ramsay, Zayt, Nevenka, Manning Cartell, Maticevski and Gorman.

Or fans can simply relax every day with a pampering or makeover in the Estee Lauder 'Beauty at the Golf' marquee.

There are fantastic prizes to be won; each day Myer will be giving away $1000 Myer Gift card to the best dressed spectators at the 4th hole.

Paul Bonnici, Marketing and Creative Director at Myer said, "Myer is delighted to be part of Australia’s premier golf tournament. With a $100,000 for a player or $1,000 a day for a fan up for grabs, it all adds to the competition and glamour of a world class sporting tournament. Myer Ladies Day fashion and pampering activities will enhance the experience for everyone at the event" *(To be approved by Myer)*

The 2007 MFS Australian Open will be played at The Australian Golf Club from 13 - 16 December. Tickets are on sale through Ticketmaster 1300 136 122.