



**BERENBERG**  
PARTNERSHIP SINCE 1590

PRESS RELEASE

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## Fred Couples joins Berenberg's brand ambassador programme

**Hamburg.** The former Masters winner and world no. 1, Fred Couples (USA), completes the brand ambassador programme of Germany's oldest bank, Berenberg.

Berenberg and Couples have agreed a partnership to run over a number of years, during which Couples will wear the Berenberg lettering on the front of his cap and take part in several of the bank's tournaments, including both of the Berenberg Gary Player Invitationals, in Wentworth, UK, and in GlenArbor near New York.

Along with Couples, the two most successful German golfers, Bernhard Langer and Martin Kaymer, are part of the Berenberg brand ambassador programme, as are Grand Slam winner, Gary Player, ex-Ryder Cup captain, Colin Montgomerie, and the successful PGA Tour golfer, Branden Grace.

Fred Couples was admitted to the World Golf Hall of Fame in 2013, and belongs to the select group of major winners having won the Masters in Augusta in 1992. In the same year, he was the first American to spend 16 weeks at the top of the world rankings. Because of his long drives, he has been given the nickname 'Boom Boom Freddy'. Since 2010, he has played on the US Champions Tour, where he has already notched up two majors victories. "I am delighted to be part of Berenbergs's great involvement in golf and, together with such fantastic colleagues, to represent this long-standing German bank, particularly in the US," says Couples.

“Fred isn’t just an excellent golfer, but also an outstanding Presidents Cup captain and he will certainly be a fantastic ambassador and a popular figure for our Bank,” explains Hendrik Riehmer, managing partner of Berenberg.

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**About Berenberg**

Founded in 1590, Berenberg is one of Europe's leading privately owned banks today, offering services in the divisions of Wealth Management, Investment Banking, Asset Management, and Corporate Banking. Headquartered in Hamburg and led by managing partners, Berenberg maintains a strong presence in the financial centres of Frankfurt, London, New York and Zurich. 1,500 employees carry the Bank's long tradition of success into the future.

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