

4th June 2026

To Whom It May Concern

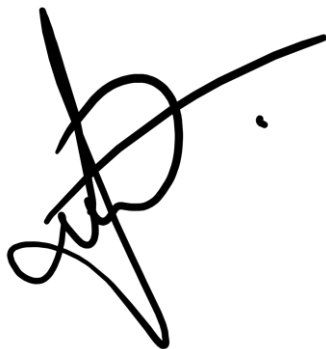
James Corden-Lloyd

I have known James Corden since 2020, and it is a pleasure to offer a few words for his new book, An Aide Memoire Pickleball Playbook.

Having introduced pickleball to Malaysia in 2019, I have watched the sport grow from its earliest days here, and James has been part of that journey almost from the start. He first reached out to me on 22nd August 2020 with a clear ambition: to introduce pickleball to his tennis academy in Johor. He followed through quickly, ordering his 1st four Odysportsz paddles and six balls on 2nd September, and from that point on he began promoting the sport in Johor.

I was glad to connect him with several key people in West Malaysia, and throughout 2020 we kept in close contact over WhatsApp, since travel was restricted during the COVID-19 pandemic. His commitment was recognised that December when he was certified as an International Federation of Pickleball World Ambassador.

What stood out to me then, and still does today, was his firm belief that pickleball would make it big in Malaysia. That early conviction, paired with his coaching experience, is exactly what makes this book worth reading. I congratulate James on An Aide Memoire Pickleball Playbook and have no doubt it will benefit many readers who wish to learn from his knowledge and improve their game.

A handwritten signature in black ink, appearing to read 'Farrell Choo', with a stylized flourish extending from the end.

Farrell Choo

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