

Friday, June 29, 2007

SONY ERICSSON WTA TOUR BOARD APPROVES 2008 AND 2009 CALENDARS, DOUBLES ENHANCEMENT & CHAMPIONSHIPS HOME FOR 2008-2013

- **2009 provisional Roadmap Calendar to feature 56 tournaments in 32 countries, longer off-season and record prize money of \$77 million**
- **2008 Calendar to feature 60 tournaments in 34 countries, Olympic Tennis Event in Beijing and record prize money of \$67 million**
- **Doubles enhancement plan including increased marketing, no-ad scoring and super tiebreak conforming to ATP format, as well as continuation testing of on-court coaching**
- **In \$42 million deal, Doha to host season-ending Sony Ericsson Championships from 2008-2010, offering equal prize money of \$4.45 million and largest guaranteed women's singles winner payout at \$1,485,000 million**
- **Istanbul to host 2011-2013 Sony Ericsson Championships and to offer equal prize money**

WIMBLEDON, United Kingdom – The Sony Ericsson WTA Tour announced today the 2008 and 2009 Calendars, which will feature record prize money and a streamlined schedule beginning in 2009 and the home of the Sony Ericsson Championships for the period 2008-2013. The Tour's Board of Directors also approved a series of enhancements to doubles that will include increased marketing, no-ad scoring and a super tiebreak, as well as the continuation of testing of on-court coaching through the end of the 2007 season.

"With our move towards a streamlined fan-friendly calendar in 2009, an unprecedented level of investment in the game that is a reflection of the market's view of our Roadmap circuit structure plans, and continued innovations designed to enhance the entertainment value of the sport, women's tennis continues to grow like never before," said Sony Ericsson WTA Tour CEO Larry Scott. "More stars and rivalries, more excitement and more investment in the game – this is what the future holds for women's tennis."

RECORD PRIZE MONEY & STREAMLINED ROADMAP CALENDAR BEGINNING IN 2009

In addition to the Sony Ericsson Championships in Qatar (*see attached press release*), the 2008 Tour Calendar (*see below*) released today features 60 tournaments across 34 countries and record total prize money of approximately \$67 million. In an Olympic year that will see the world's best tennis players competing at the Beijing Olympic Tennis Event from August 10-17, the international breadth of tournaments will include 25 events in Europe, 15 events in the Americas and 20 events in the Asia-Pacific region.

Following the announcement in March of the 20 premier events that will anchor the Tour's 2009 streamlined Roadmap Calendar, the Tour published today the full provisional 2009 Calendar (*see below*), which will feature 56 total tournaments in 32 countries offering record prize money of approximately \$77 million. Highlights of the provisional 2009 Calendar, in addition to the Sony Ericsson Championships in Doha, include (i) the inaugural year of the Tour's four mandatory events featuring equal prize money at each of the Pacific Life Open in Indian Wells, Sony Ericsson Open in Miami, Madrid and Beijing, (ii) 16 additional premium events featuring the world's top players competing against each other on a consistent basis, (iii) 31 additional international events spread across the globe, and (iv) an extended off-season of 9 weeks. The Sony Ericsson WTA Tour is the world's largest premier professional sport for women with more than 1,400 players representing 75 nations competing for \$62 million in prize money at the Tour's 63 events in 35 countries. More than 4.5 million people attended women's tennis events in 2006 with millions more watching events on television networks around the world. The Sony Ericsson WTA Tour season concludes with the Sony Ericsson Championships at Madrid Arena in Madrid, Spain, November 6-11, 2007. Further information on the Tour can be found on the Internet at www.sonyericssonwtatour.com.

2009 Calendar will also feature new events in Bangkok, Singapore and Brisbane, and an international geographic spread that includes 22 events in Europe, 14 events in the Americas and 19 events in the Asia-Pacific region. The Bangkok and Brisbane events are investing over \$100 million in new facilities, which is in addition to the over \$200 million in new facility investment by the mandatory events announced in March.

FAN ENHANCEMENTS CONTINUE WITH CHANGES TO DOUBLES FORMAT/PROMOTION & CONTINUATION OF ON-COURT COACHING EXPERIMENT

In a move designed to enhance the popularity and promotion of doubles, and to provide a more consistent presentation for fans, the Tour Board has voted to adopt no-ad scoring and a match tie break in lieu of a third set. The changes will result in greater predictability of match length and shorter matches, improved player health and scheduling of matches, and a doubles format that is identical to that previously adopted by the ATP. In addition, as part of the package there will be increased promotion of doubles both on-site at tournaments and via the Tour and Tournaments' websites. The changes will take effect immediately following Wimbledon at all Tour events.

The Tour Board also voted to continue testing of on-court coaching at all Tier I and Tier II tournaments in 2007, including at the Sony Ericsson Championships, and with a final decision as to the future of on-court coaching expected to be made at the Tour's year-end Board meetings in Madrid. On-court coaching is designed to enhance the entertainment value of the sport to television viewers by adding a new actor and additional strategy to the game.

ISTANBUL TO HOST 2011-2013 SONY ERICSSON CHAMPIONSHIPS

The Tour also announced today that Istanbul has been awarded the Sony Ericsson Championships for the period 2011-2013. The event will feature equal prize money and the Istanbul organizers plan to build a state of the art new 10,000 seat stadium that will be the home of the event.

"We're thrilled to have been awarded the honor to host the Sony Ericsson Championships for 2011-2013, the most prestigious tournament in women's tennis," said Coskun Erginer, Managing Director of the Istanbul Cup. "Tennis is growing very rapidly in Turkey, and we are committed to building upon the great tradition of the Sony Ericsson Championships."

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