Sony Ericsson WTA TOUR

PRESS RELEASE

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DUBAI DUTY FREE EXTENDS SPONSORSHIP OF SONY ERICSSON WTA TOUR THROUGH 2011

New four-year partnership for premier sponsor highlighted by digital media presence and other player marketing initiatives

ST PETERSBURG, FL, USA – The Sony Ericsson WTA Tour announced today that Dubai Duty Free, one of the world's leading airport retailers, has extended its sponsorship of the Tour through 2011. Under the four-year, multi-million dollar agreement, Dubai Duty Free will continue as the Tour's premier sponsor in the Asia-Pacific/Middle East region and establish a major digital media presence through the Tour, among other innovative benefits.

Cornerstone of the new partnership is Dubai Duty Free's presenting sponsorship of the Tour's new Video on Demand (VOD) digital media platform located at www.sonyericssonwtatour.com, which will feature on-court match highlights, off-court player personality features and a host of additional new content geared to enhance fans' behind-the-scenes access to the players who make women's professional tennis one of the most exciting sports today. The VOD platform is a central element of the Tour's new digital media strategy, also announced today (*see corresponding Press Release*).

In addition to the VOD platform, other unique elements of the new Dubai Duty Free-Tour partnership include: (i) significantly expanded television news service that will continue to enhance the global exposure of women's tennis and the Dubai Duty Free brand to television fans throughout the world through weekly match highlights, player interviews and off-court coverage, (ii) an "iconic" photo shoot to be conducted in Dubai with some of the world's best women tennis players and placed in major fashion and lifestyle media, (iii) a first of its kind Zagat Survey® - Sony Ericsson WTA Tour tournament city restaurant and shopping guide (available in hard copy book and online versions) sponsored by Dubai Duty Free and featuring player's favourite eating and shopping establishments as they travel the global circuit, and (iv) an online and broadcast advertising investment to support the Tour's marketing efforts.

"Dubai Duty Free has been a longstanding and loyal supporter of women's professional tennis, and I am thrilled that they will continue to help us grow our great sport and showcase our amazing athletes," said Larry Scott, CEO of the Sony Ericsson WTA Tour. "The new partnership includes a series of cutting edge initiatives that will increase the promotion of our players and attract new fans. The continued investment is also an indication of the marketing viability of the sport to global brands like Dubai Duty Free."

Commenting on the extension of its sponsorship agreement and its revised benefits, Colm McLoughlin, Managing Director of Dubai Duty Free said: "I believe that our sponsorship of the Sony Ericsson WTA Tour for the past five years has helped establish our brand further among a sophisticated international audience. I also think that it has brought us closer to the sport of women's tennis and to the player's themselves. I am pleased that we have worked with the Tour to assess and define our marketing objectives which have resulted in revised sponsorship benefits that are very much in line with our global marketing strategy of promoting Dubai Duty Free, promoting Dubai International Airport and of course promoting the dynamic city of Dubai."

"Dubai Duty Free has been a fantastic partner of women's tennis and I'm really excited that they will be continuing for many more years," said Justine Henin, Sony Ericsson WTA Tour World No. 1 and four-time champion of the Barclays Dubai Tennis Championships. "It's great to have partners like Dubai Duty Free, which has been a leader for our sport in so many ways, including in the area of equal prize money and in promoting our players."

The Sony Ericsson WTA Tour is the world's largest premier professional sport for women with more than 2,000 players representing 90 nations competing for $70.8 million in prize money at the Tour's 60 events in 34 countries. More than 4.7 million people attended women's tennis events in 2007 with millions more watching events on television networks around the world. The Sony Ericsson WTA Tour season concludes with the Sony Ericsson Championships – Qatar 2008 in Doha, Qatar, November 4-9, 2008. Further information on the Tour can be found on the Internet at www.sonyericssonwtatour.com.

Salah Tahlak, Tournament Director and Director of Corporate Communications for tournament owners and organisers, Dubai Duty Free, said: "I am delighted with this new development in our sponsorship of the Sony Ericsson WTA Tour and believe that our involvement with the Tour has served to enhance our status as one of the most popular tournaments for the players and their fans. Our 2008 tournament, which begins with the Women's week on February 25, features nine of the Top 10 women players in the world, so I think that speaks for itself."

Since signing on as a major Tour partner in the Asia-Pacific/Middle East region in 2004 as part of the Tour's pan-regional sponsorship strategy, Dubai Duty Free and the Tour have together enhanced the international exposure of women's professional tennis through a number of fan-focused marketing initiatives. Dubai Duty Free has also been the sponsor of one of the premier events on the Sony Ericsson WTA Tour since 2001, which regularly features the very best players in the world.

Since 2003, the Tour has witnessed significant financial growth, including a five-fold increase in Tour sponsorship and year-end Championships revenues, and a two and one-half times increase in overall Tour revenues.

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About Dubai Duty Free

Dubai Duty Free was established in 1983 and has grown to be one of the largest duty free operations in the world with a turnover of US$880 million in 2007. A division of the Department of Civil Aviation, Dubai Duty Free is famous for its range and quality of goods, its first class service, value for money and shopper-friendly environment. Located in Dubai International Airport, the operation employs over 2,000 staff comprising 29 nationalities and speaking a total of 36 languages. The operation is equally famous for its innovative promotions, including the Millennium Millionaire draw, which offers 5,000 ticket holders the chance to win a million dollars and its Finest Surprise Luxury Car Draw, which as resulted in over 1,750 luxury cars being won by travelers from all over the world. Tickets are available at www.dubatidutyfree.com.

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