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SONY ERICSSON WTA TOUR INTRODUCES “CHALLENGE YOUR HERO” ONLINE VIDEO PLATFORM

- **Viral video element of Tour’s “Looking for a Hero?” global ad campaign allows fans chance to “challenge” top stars to one-of-a-kind classic points**
- **Grand prize for best video is trip to Sony Ericsson Championships – Doha 2008**

ST PETERSBURG, FLORIDA – Fans who have always dreamed of hitting the court to face off against the top women tennis players in the world now have a chance to make it happen – virtually. The Sony Ericsson WTA Tour today announced the launch of ChallengeYourHero.com, a Web site designed for fans to mix videos of themselves matching up to the forehands, backhands, volleys and serves of some of the greatest players in the world.

The site is one element of the Tour’s broader “Looking for a Hero?” global marketing campaign, a \$15-million effort which officially launched the week prior to Wimbledon in June. The advertising initiative integrates 40 of the top-ranked players on Tour in television, print and online ads, with the first wave of paid advertisements having kicked off during the US Open.

ChallengeYourHero.com invites fans to ‘play a point’ versus a pro, putting their skills to the test against the likes of Maria Sharapova, Ana Ivanovic, Jelena Jankovic and Dinara Safina. Users can upload personal on-court action or other clips and, using an innovative video mixer, create cut-scene videos that combine their own tennis shots with those of their heroes.

Videos can then easily be shared and each clip is captured on the site’s public gallery. Visitors can also edit existing videos. Creators of the best videos, as determined by the Tour, will be eligible for a chance to see the superheroes of the Sony Ericsson WTA Tour on display at the year-end Sony Ericsson Championships in Doha. Second prizes include the latest Sony Ericsson mobile phones, compliments of global title sponsor Sony Ericsson.

“We’re excited about bringing the ‘Looking for a Hero’ campaign to life online with ChallengeYourHero.com,” said Michael Rowe, VP of Television & Digital Media for the Sony Ericsson WTA Tour. “Our fans are not only passionate about women’s tennis, but so many are avid players themselves. This site is an innovative way to engage young fans with creative and great user-generated content, and the opportunity to compete for the chance to see their heroes at the Sony Ericsson Championships in Doha.”

ChallengeYourHero.com was conceptualized and developed by Schematic, a WPP interactive agency that specializes in creating branded consumer experiences. The site utilizes the Eyespot video publishing platform which enables users to quickly and easily create customized, personalized content.

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