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SONY ERICSSON WTA TOUR APPOINTS GLOBAL HEAD OF SPONSORSHIP SALES

20-Year international sales veteran Scott MacLeod to lead Tour's continued partnerships growth strategy

ST. PETERSBURG, FL USA – The Sony Ericsson WTA Tour announced today the appointment of Scott MacLeod as Senior VP Business Development for the Tour. The naming of MacLeod to the newly created position, effective today, will enhance the Tour's revenue strategy and ensure continued investment by the world's leading brands in women's professional tennis.

MacLeod, who will be based out of the Tour's European headquarters in London and report to Tour President Stacey Allaster, brings a track record of international sales success to the position, including serving for the past four years as Principal and Founder of Force10 Marketing, a London based sports agency whose clients include UBS, BMW and Continental Airlines. From 1998-2004, MacLeod held the position of Senior Vice President at the global sports and entertainment marketing agency Octagon, where he was responsible for sales and marketing activities across a range of sports and served as Principal and Founder of the World Match Racing Tour, a leading global sailing series.

In his new role as Senior VP Business Development, MacLeod will be responsible for sponsorship sales development, on-line advertising sales and licensing.

"Scott MacLeod brings a track record of international commercial sales success in sport that will ensure the Tour's continued sponsorship and partnership growth," said Allaster. "Forging new strategic partnerships and driving our sponsorship and licensing revenues are key priorities, and Scott's immense experience in these areas will be invaluable."

"I am excited to join the Sony Ericsson WTA Tour, which has achieved unprecedented business momentum over the past five years," said MacLeod. "Women's professional tennis has positioned itself for continued rapid growth, and I look forward contributing to this momentum by bringing on new and dynamic partners committed to taking women's tennis to even greater heights."

During his tenure at Octagon, MacLeod played a key role in successful sports sponsorship sales with such brands as Cigna, Nautica, Tyco, UBS AG and Sanex. From 1988-1998, he served as Principal and Founder of Sail Sports International, a sports and events marketing agency specializing in professional yachting events. An accomplished sailor himself, MacLeod was a member of the US National Olympic Sailing Team from 1985-1988.

Since 2003 the Tour has achieved unprecedented investment growth, with Tour sponsorship and year-end championships revenues having grown almost 400% thanks to global A-list brands such as Sony Ericsson, Whirlpool, Dubai Duty Free and a host of other companies signing on as Tour partners.

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