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SONY ERICSSON HONoured BY THE INTERNATIONAL TENNIS HALL OF FAME

Sony Ericsson WTA Tour title sponsor receives award for contribution to tennis at annual ceremony in New York City

NEW YORK, NY, USA – Sony Ericsson has been honored for its ongoing contribution to tennis with the Joseph F. Cullman 3rd Award by the International Tennis Hall of Fame at their annual “Legends Ball” this evening, held at Cipriani 42nd Street in New York City. Held during the final Friday of the 2008 US Open, the tennis world came together for this premier social event of the tennis season to honor the 2008 Hall of Fame induction class, to celebrate the sport and to recognize its supporters and luminaries.

“It is an honor to be recognized by the International Tennis Hall of Fame,” said Dick Komiyama, President of Sony Ericsson Mobile Communications. “Sony Ericsson is the biggest title sponsor of women’s sport globally, and the Sony Ericsson WTA Tour is at the heart of our sponsorship strategy. The International Tennis Hall of Fame and the entire tennis community have been great partners in helping us grow the Tour and we will continue to go from strength to strength as we strive to bring tennis fans closer to the passion, excitement and action of the game.”

The Joseph F. Cullman 3rd Award was created in honor of an individual whose passion and generosity for the game of tennis inspired others from all walks of life to contribute to the advancement of the sport. Joseph F. Cullman 3rd served as President and Chairman of the International Tennis Hall of Fame & Museum from 1982-88.

“In just four short years Sony Ericsson has made a dramatic impact on the growth of women’s tennis,” said Mark L. Stenning, Chief Executive Officer of the International Tennis Hall of Fame & Museum. “We are proud to recognize their efforts and to honor them for their tremendous support of the game.”

“The Joseph F Cullman 3rd award is due recognition of Sony Ericsson’s indelible and continuing impact on the successful progression of our sport,’ said Larry Scott, Chairman and CEO of the Sony Ericsson WTA Tour. “I’m delighted the International Tennis Hall of Fame has seen fit to reward Sony Ericsson’s innovative and committed contribution to tennis with this recognition.”

In 2005 Sony Ericsson became the worldwide title sponsor of the Sony Ericsson WTA Tour in the largest and most comprehensive sponsorship in the history of tennis. Since then, the Tour has grown to become the world’s premier professional sport for women with more than 1,300 players representing 75 nations and, from 2009, competing for more than \$86 million in prize money. Sony Ericsson’s support of what will be 54 Tour events covering 31 countries has helped lead to equal prize money at more events than ever in the sport, and technological innovations such as electronic line-calling, pre-match player interviews and on-court coaching, among other initiatives.

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MEDIA CONTACT: Andrew Walker, Sony Ericsson WTA Tour, +1.727.871.5666, awalker@wtatour.com
Ben Wyatt, Sony Ericsson WTA Tour, +44.7919.203411, bwyatt@wtatour.com

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 – Doha 2008 in Doha, Qatar, November 4-9, 2008. Further information on the Tour can be found on the Internet at www.sonyericssonwtatour.com.