

January 12, 2009

**SONY ERICSSON WTA TOUR, IN PARTNERSHIP WITH DUBAI DUTY FREE, LAUNCHES ZAGAT® BEST OF THE SONY ERICSSON WTA TOUR 2009 GUIDE**

- **Second edition of one-of-a-kind guide features Zagat-Rated player and tournament favorites for dining and shopping in 24 Tour cities around the world**
- **New city additions to guide include the best of Bali, Cincinnati, Toronto and Madrid**

ST PETERSBURG, FL, USA – The Sony Ericsson WTA Tour and Dubai Duty Free, one of the world's leading airport retailers and a premier Tour sponsor, announced today the release of the second annual *Zagat® Best of The Sony Ericsson WTA Tour 2009 Guide*, the crème de la crème handbook for shopping and dining in 24 of the Tour's top tournament cities. The Guide not only features Zagat's gold standard reviews, but favorite places for dining and shopping, selected by the world's savviest travelers - the Tour's top players - as they span the globe competing at the most prestigious tennis events in the world's most exquisite cities.

The Best of the *Sony Ericsson WTA Tour 2009 Zagat Guide* is one of the unique elements of Dubai Duty Free's partnership with the Tour, which also includes sponsorship of the Tour's Video on Demand digital media platform ([http://www.sonyericssonwtatour.com/2/multimedia/default\\_video.asp](http://www.sonyericssonwtatour.com/2/multimedia/default_video.asp)), which enhances tennis fans' access to players, through innovative on and off-the-court features, highlights and behind-the-scenes access. Another element of the partnership is an "iconic" photo shoot in Dubai, shot by world famous photographers in this premier destination, with some of the world's best women tennis players and placed in major fashion and lifestyle media.

"Dubai Duty Free is very much focused on shopping and the whole travel experience, and we are very pleased to be able to offer fans of women's tennis this unique guide," said Colm McLoughlin, Managing Director of Dubai Duty Free. "One of the hallmarks of our partnership with the Tour has been continuously seeking to innovate for fans and players, and we believe that this guide is another step in that direction."

"Dubai Duty Free is a great partner of the Sony Ericsson WTA Tour and has been a longstanding and loyal supporter of women's professional tennis," said Larry Scott, CEO of the Sony Ericsson WTA Tour. "Dubai is one of the world's great destinations, and by partnering with Zagat and Dubai Duty Free to create the *Zagat Best of the Sony Ericsson WTA Tour 2009 Guide*, we are able to offer tennis fans both the gold-standard recommendations for shopping and dining in the world's most distinguished cities and give our players a unique opportunity to share favorite spots in their hometowns and exciting tournament locations."

The 2009 guide covers the Sony Ericsson WTA Tour Premier event cities, spanning from Beijing to Miami, along with Grand Slam cities of London, New York, Paris and Melbourne, and numerous other destinations featured on the Sony Ericsson WTA Tour calendar. New additions to this year's guide include Bali, Cincinnati, Madrid and Toronto, as well as an updated section on the best of Dubai, home to one of the most popular tournaments among players and fans – the Barclays Dubai Tennis Championships.

*The Best of the Sony Ericsson WTA Tour 2009 Zagat Guide* is full of player recommendations and spans from five-star restaurants in world capitals to distinguished boutique shops in such Tour destinations as New Haven, CT and Charleston, SC. Serbia's Ana Ivanovic, the 2008 French Open Champion, declares Nobu as her favorite restaurant on the planet, while World's No. 1 Jelena Jankovic raves about Cipriani's pasta dishes. Since the Sony Ericsson's WTA Tour players come from every corner of the earth, their recommendations on shopping come in big and small packages, from Russia's Olympic Gold medalist Elena Dementieva's favorite department store giant in Moscow (GUM) to Australia's Rennae Stubbs' favorite boutique shopping streets in Sydney (Paddington).

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](http://www.sonyericssonwtatour.com).



**Sony Ericsson  
WTA TOUR**

## PRESS RELEASE

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 Sony Ericsson WTA Tour have together enhanced the international exposure of women's professional tennis through a number of fan-focused marketing initiatives, including Dubai Duty Free's sponsorship of the Tour's official website Video-on-Demand platform, located at [www.sonyericssonwtatour.com](http://www.sonyericssonwtatour.com)

### **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\$1.1 billion in 2008. 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 3,500 staff comprising 32 nationalities and speaking a total of 36 languages. The operation is equally famous for its innovative promotions, including the new Multi-Millionaire, which offers 5000 ticket holders the chance to win US\$5 million. Its sister promotions continue to do well; 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 has resulted in over 1,800 luxury cars being won by travelers from all over the world. Tickets are available at [www.dubaidutyfree.com](http://www.dubaidutyfree.com).

### **ABOUT THE SONY ERICSSON WTA TOUR**

The Sony Ericsson WTA Tour is the world's leading professional sport for women with more than 2,200 players representing 96 nations competing for more than \$86 million in prize money at the Tour's 50 events and four Grand Slams in 31 countries. More than 4.8 million people attended women's tennis events in 2008 with millions more watching events on television networks around the world. The Sony Ericsson WTA Tour season concludes with the Sony Ericsson Championships – Doha 2009 in Doha, Qatar, from October 27-November 1, and the inaugural Commonwealth Bank Tournament of Champions in Bali, Indonesia from November 4-8. Further information on the Tour can be found on the Internet at [www.sonyericssonwtatour.com](http://www.sonyericssonwtatour.com)

### **MEDIA CONTACT:**

Andrew Walker, Sony Ericsson WTA Tour, +1.727.871.5666, [awalker@wtatour.com](mailto:awalker@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](http://www.sonyericssonwtatour.com).