

Thursday, June 4, 2009

## SONY ERICSSON WTA TOUR LAUNCHES NEW FAN FRIENDLY OFFICIAL WEBSITE

- Unprecedented access to Tour stars through exclusive content, enhanced on and off-court video, social networking and personalization designed to engage fans and reach new audiences
- New website debuts digital elements of Tour's "Looking for a Hero?" campaign, including "Hero Chronicles" documentary film series, viral videos and Hero Powercards game

ST PETERSBURG, Florida - The Sony Ericsson WTA Tour today announced the launch of its new official website, [www.sonyericssonwtatour.com](http://www.sonyericssonwtatour.com), designed to engage fans in the online space in an unprecedented fashion and broaden the reach of the sport through unique enriched content and presentation of the sport in a new light. The new website represents a core element of the Tour's digital media strategy, with the site featuring the latest online elements of the Tour's "Looking for a Hero?" global marketing campaign and following on the successful joint launch of TennisTV.com with the ATP World Tour earlier this year. To capitalize on the global popularity of the sport and number of Internet users in China, the Chinese language version of the Tour's website will relaunch later this summer, and a Spanish version is set to be unveiled by the end of this year.

"Connecting our players and sport with online consumers in the channel in which they consume media and interact is at the center of the Tour's strategy to grow our fan base," said Stacey Allaster, President of the Sony Ericsson WTA Tour. "Our new official site provides both a richer and more personalized experience for current fans and enhanced off-court content for casual fans, all intended to adapt to today's consumer habits and create a new level of engagement and interaction."

"I think the Tour's new website presents women's tennis in a really cool way and promotes players better than ever before," said world No.7 Svetlana Kuznetsova. "For teenagers and younger fans in particular, the new site offers so much more."

Key components of the new fan friendly website include: (i) unprecedented access to on-court and off-court video, including extensive match and interview archives, (ii) enhanced connection to the Tour's social networking channels, (iii) ability to personalize newsfeeds, (iv) debut of latest "Looking for a Hero?" campaign digital elements, including unique "Hero Chronicles" documentary film series, viral videos and an interactive online Hero Power Cards game and (v) easier navigation, improved design and richer content.

### Video Focus

At the core of the Tour's new website is a commitment to promoting players, tournaments and the sport – and engaging fans – through video. The Tour's Video on Demand platform, presented by Dubai Duty Free, will be featured throughout the website including through more than 400 new and archival videos of match highlights, interviews and off-court color features in the News, Tournaments and Players sections.

### Attracting Casual Fans with Off-Court Content

The new website will offer fans a chance to get closer to their favorite Tour stars through a new Off-Court section, featuring news, video and photos highlighting the players' personalities, off-court activities and hobbies.

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 51 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).



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### Customized Personal "My Locker" Section

Fans will be able to register and personalize [www.sonyericssonwtatour.com](http://www.sonyericssonwtatour.com) and create a customized Newsfeed based on their favorite players and tournaments. In the near future fans will also be able to upload and share their videos and photos including an ability to post links on various social networking sites such as Facebook, MySpace, YouTube, and Twitter.

### Live Scoring and TennisTV.com

The redesigned website will offer fans such features as Live Scoring and a soon-to-be expanded statistics section for the avid sports fans, enabling them to delve deeper into match results and rankings. The website will also offer fans access to TennisTV.com, the official live streaming website of 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).

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### Digital Marketing Campaign - "Hero Chronicles" Documentary Films, Viral Videos and Hero Powercards Gaming

The redesigned website will debut the digital leg of the Tour's global marketing campaign "Looking for a Hero?" with the launch of "Hero Chronicles", a series of online documentary films and viral videos, featuring the Tour's stars of today and tomorrow. The three films, titled "Becoming a Hero", "Being a Hero", and "The Future of Heroes" will feature 16 of the Tour's global superstars and next generation players such as Venus Williams, Serena Williams, Elena Dementieva, Caroline Wozniacki, Vera Zvonareva, Nadia Petrova, Marion Bartoli, Alona Bondarenko, Patty Schnyder, Dominika Cibulkova, Bethanie Mattek-Sands, Peng Shuai, Sania Mirza, Aleksandra Wozniak and the doubles team of Kveta Peschke and Lisa Raymond. The "Hero Chronicles" online film series consists of short films based on the lives of the Tour's brightest stars who are superheroes in their own right, and gives fans a unique glimpse into their lives – from their beginnings playing tennis at an early age (including rarely seen childhood video footage) to becoming international tennis superstars, with all the glory and struggles that come along with the journey. Shot in an avant-garde documentary style, the films string together stolen moments that will bring the viewer closer to the players and their lives on Tour. Also debuting is a series of viral videos, designed to portray the incredible superhuman on-court skills of the Tour's stars, including their speed, power and accuracy. To view the films and viral videos, visit [www.sonyericssonwtatour.com/lookingforahero](http://www.sonyericssonwtatour.com/lookingforahero).

In addition, the site features a brand new virtual "Hero Powercards" online game, an online tennis competition where fans are able to compete against one another using interactive player cards of the Tour's current roster of stars. The grand prize winner of the online game will be awarded an all-expenses paid trip to the season-ending Sony Ericsson Championships – Doha 2009 in Qatar. To play the game and earn a chance to win a trip to Doha, click on [www.heropowercards.sonyericssonwtatour.com](http://www.heropowercards.sonyericssonwtatour.com). The game will also be integrated into social networking site Facebook.

The Tour's new website was developed in partnership with Perform, the Sony Ericsson WTA Tour's digital media partner. Leading UK-based digital marketing agency AnalogFolk led the creative development of the "Looking for a Hero?" digital marketing elements.

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