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SONY ERICSSON WTA TOUR UNVEILS "CHALLENGE A HERO" - WORLD FIRST MOBILE PHONE-CONTROLLED LARGE SCREEN VIDEO GAME

LONDON, England – Today, as part of its 2009 digital marketing push and to celebrate the start of Wimbledon, one of the most exciting sporting events in the world, the Sony Ericsson WTA Tour unveiled a world first – "Challenge A Hero" – an interactive large screen video game controlled by mobile phones, featuring Russian star Vera Zvonareva, in London's famous Covent Garden.

World No.7 Zvonareva challenged a group of fans in London to keep a rally going with her in an interactive mobile and video-based game of tennis. Tennis fans – watching Zvonareva on a giant plasma screen – kept the rally going and competed against each other for shot accuracy by pressing keys on their Sony Ericsson mobile phones in order to return Vera's fierce groundstrokes. The video interface places fans in a first person perspective and gives them the sense that they are helping their hero warm up for her next match. The players didn't try to beat Vera, but competed against each other for a top score. Players were also given a chance to win a Sony Ericsson W595 music phone by playing the game.

"Challenge A Hero" is an original and interactive new way of connecting our fans via their Sony Ericsson mobile phones with the stars of women's tennis," said Stacey Allaster, President of the Sony Ericsson WTA Tour. "Digital technology allows the sport to engage with fans in a deeper and more meaningful way, and we are committed to continuing to aggressively explore this avenue to grow our sport."

The "Challenge A Hero" concept was created by the Tour with the support of its title sponsor Sony Ericsson. At the forefront of innovation, Sony Ericsson is known for its original and creative marketing. The "Challenge A Hero" video game is another example of how Sony Ericsson continues to help the Tour energize the tennis fan experience and attract a wider interest to the sport.

The interactive game is a part of the Sony Ericsson WTA Tour's commitment to new developments in the digital space. So far this year, the Tour launched a new official website, 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; and unveiled the digital leg of the "Looking For A Hero?" global marketing campaign, including an original online documentary film series, viral videos and an online "Hero Powercards" game. Earlier this year, together with ATP Media, the Sony Ericsson WTA Tour launched www.tennistv.com, an all new revolutionary broadband TV console for tennis fans around the world, covering a total of 37 men's and women's tennis events and offering more than 700 matches of live tennis.

"Challenge A Hero" was developed using Megaphone technology in partnership with AnalogFolk, a leading UK-based digital marketing agency. "Megaphone was the natural choice for us as a technology partner due to their unparalleled experience at creating real-time multiplayer gaming on big screens in public spaces using mobile phones. We are excited that the Sony Ericsson WTA Tour is the first brand to be able to use this technology to be able to interact with video on such a grand scale" said Matt Dyke, Founding Partner at AnalogFolk.

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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.