



News Release



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WTA SIGNS BNP PARIBAS AND TEB AS JOINT TITLE SPONSORS OF YEAR END CHAMPIONSHIPS IN ISTANBUL

- *Global banking leader and longstanding tennis supporter to headline WTA season finale from 2011-2013*
- *WTA's fifth major sponsorship deal in 12 months highlights continued commercial success*

ISTANBUL, TURKEY - The WTA (Women's Tennis Association) announced today that BNP Paribas, a European leader in global banking and financial services and one of the strongest banks in the world, and its Turkish partner Türk Ekonomi Bankası (TEB) will become joint title sponsors of the prestigious year-end WTA Championships. The TEB-BNP Paribas WTA Championships will be held in Istanbul, Turkey in 2011, 2012 and 2013.

Under the terms of the three-year agreement, TEB-BNP Paribas will become the official bank of the WTA Championships and receive global exposure through on-court branding, broadcast and digital brand exposure; and international marketing and promotion across all WTA platforms, including digital and social media channels. Additional significant domestic activation will be done through TEB, thus bringing women's tennis closer to Turkish fans.

"We are very excited and extremely proud to name TEB-BNP Paribas as the title sponsor of our year-end Championships, the apex of our season, for the next three years," said Stacey Allaster, Chairman and CEO of the WTA. "Our partnership with TEB-BNP Paribas is yet another example of how attractive women's tennis is to sponsors."

"By becoming the title sponsor of the WTA Championships in Istanbul, TEB is carrying forward the BNP Paribas Group's global sports sponsorship policy. As well as enhancing the local and international impact of this major sports event, our sponsorship will contribute to the development of tennis in this country with the experience, knowledge and organization ability brought by the WTA. In supporting women's tennis at the highest level, we are also promoting the values of excellence and self-challenge which our Group holds dear. We are looking forward to sharing in this outstanding event with the Turkish people, who will, I am sure, give the most enthusiastic welcome to the elite athletes of women's tennis," said Varol Civil, Chief Executive Officer of TEB.

In this sponsorship initiative, TEB will be able to draw on the experience of BNP Paribas, the number one sponsor of world tennis for close to 40 years. BNP Paribas acts as the lead sponsor of some of the largest tennis events, including Roland Garros, the Davis Cup, Fed Cup, five ATP Masters 1000 events, and numerous junior and wheelchair tournaments, helping to promote tennis across the world.

BNP Paribas has one of the largest international financial services networks, with operations in 80 countries and more than 200,000 employees located throughout Europe, North America, Asia, Africa and the Middle East. The Group's business in Turkey is also growing strongly, ranked among the top ten banks in Turkey. TEB employs close to 10,000 staff in its 600 branches, serving more than 3,000,000 individual clients.

The WTA's season-ending crown jewel – the TEB-BNP Paribas WTA Championships - will be hosted at the state of the art Sinan Erdem Arena in Istanbul, Turkey for three years and will feature the world's top eight singles players and top four doubles teams who will compete for the

The WTA is the global leader in women's professional sport with more than 2,400 players representing 99 nations competing for more than \$87 million in prize money at the WTA's 53 events and four Grand Slams in 33 countries. More than 5 million people attended women's tennis events in 2010 with tens of millions more watching on television and digital channels around the world. The WTA competitive season concludes with the WTA Championships in Istanbul, Turkey from October 25-30, and the Commonwealth Bank Tournament of Champions in Bali, Indonesia, from November 3-6. Further information on the WTA can be found on www.wtatennis.com.

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coveted title and a share of the \$5 million in prize money. One of the world's most exciting and unique cities, Istanbul bridges two continents and will spur continued growth of women's tennis in the region. The fifth largest metropolis in the world, Istanbul joins a list of select world class cities such as New York, Los Angeles, Munich, Madrid and Doha that have had the opportunity to host the WTA's season finale.

The new partnership marks the fifth major deal signed by the WTA in the past 12 months. In addition to renewing Sony Ericsson as the WTA's lead global sponsor, WTA signed leading European cosmetics brand Oriflame, Chinese apparel company Peak, and Jetstar, a subsidiary of Qantas airlines, to new sponsorship deals. WTA also renewed and significantly upgraded its partnership with USANA, a leading global vitamin and health supplement manufacturer.

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About BNP Paribas:

BNP Paribas (www.bnpparibas.com) is one of the strongest banks in the world*. The Group has a presence in more than 80 countries and more than 200,000 employees, including more than 160,000 in Europe. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across the Europe-Mediterranean zone and boasts a large network in the western part of the United States. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia.
* Rated AA by Standard & Poor's i.e. 3rd rating level on a scale of 22.

About Türk Ekonomi Bankası (TEB):

Türk Ekonomi Bankası (TEB), a reputable and prestigious institution in the Turkish banking sector, was established in 1927. Since its establishment, TEB, with its expanded network of branches and a diversified range of products and services, pursues operating in various fields of the banking sector as investment, leasing, factoring and portfolio management. In February 2005, BNP Paribas, one of the top 10 most important banks in the world and the largest in the Euro zone, operating in 85 countries, became a partner of TEB which went public in February 2000. In the wake of its partnership with the BNP Paribas, Türk Ekonomi Bankası carries its expertise in foreign trade, corporate, commercial and private banking over into the fields of retail banking and banking for small and medium-sized businesses. Following the merger between TEB and Fortis, New TEB embarked on its 'New Life' starting on the 21st of March 2010, as Turkey's 6th largest private bank with an asset size of 31.2 billion TL and more than 10,000 employees. New TEB also has become Turkey's fifth private bank in terms of network coverage with more than 600 branches and 1,000 ATMs.

About BNP Paribas and Tennis:

Long-standing partner to the sport of tennis since 1973, BNP Paribas is actively involved in the game at both local and international level, and in club, schools and social tennis as well as professional events. BNP Paribas has gradually become the number one sponsor in world tennis: official sponsor of Roland Garros since 1973 and sponsor of five ATP Masters 1000 events - the BNP Paribas Masters since 1986, Monte Carlo Masters since 2005, Internazionali BNL d'Italia in Rome since 2006, BNP Paribas Open in Indian Wells since 2009 and the Shanghai Masters since 2010. The Group is also title sponsor of the Davis Cup by BNP Paribas since 2001 and the Fed Cup by BNP Paribas since 2005, as well as being actively involved in many other international competitions including the Bank of the West Classic in California, the Grand Prix Hassan II in Casablanca, the Open 13 in Marseille and the BNP Paribas Showdown in New York. BNP Paribas is also an official partner of International Wheelchair Tennis, such as the "BNP Paribas World Team Cup". Through its support for more than 20 national tennis associations, 2000 clubs, 550 amateur tournaments, plus schools and social programmes around the world, BNP Paribas helps to promote tennis and encourage widespread participation in the game. The Group's commitment to social values is reflected in the sports sponsorships it has undertaken in numerous projects, including Yannick Noah's 'Fête le Mur' Association and the tennis Téléthon in France, the Oberer Tennis Camp in Switzerland and the BNP Paribas 'Taste of Tennis' in the United States. As part of its creative sports sponsorship policy, BNP Paribas is launching a website "wearetennis.com" entirely dedicated to tennis news. The Group's new sponsorship slogan 'We are tennis' underlines the fact that BNP Paribas promotes tennis for all, at all levels.