



News Release



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ROLEX SIGNS ON AS OFFICIAL TIMEKEEPER OF TEB BNP PARIBAS WTA CHAMPIONSHIPS IN ISTANBUL FOR 2011-2013

- *One of the world's most iconic brands joins WTA's season finale*
- *WTA's sixth major sponsorship deal since March 2010 continues commercial momentum*

LONDON, UNITED KINGDOM – The WTA announced today that Rolex, a leader in the luxury goods market and a longstanding supporter of tennis, will be the Official Timekeeper of the prestigious year-end TEB BNP Paribas WTA Championships for six years starting with 2011. WTA's year-end Championships will take place in Istanbul, Turkey, in 2011, 2012 and 2013.

Under the terms of the six-year agreement, Rolex will receive global exposure across all WTA marketing platforms, including broadcast, digital and on-court branding. Additionally, Rolex will sponsor the Hawkeye Electronic Line Calling at the year-end Championships.

"Rolex is a world class global partner of professional tennis, and will make a terrific addition to our year-end finale in Istanbul," said Stacey Allaster, Chairman and CEO of the WTA. "Rolex's brand values include prestige, accuracy and the pursuit of excellence and I can't think of a better brand for the WTA to align with based on our shared values. Having one of the world's most prestigious brands as the Official Timekeeper shows the business alignment of women's tennis as a global marketing platform."

Rolex has been investing in tennis since 1978 when the brand became the Official Watch of Wimbledon. Since then, Rolex has sponsored such world-class events as the Australian Open, the Rogers Cup, ATP's Masters Series events in Dubai, Monte Carlo and Shanghai, and global tennis stars Caroline Wozniacki, Li Na, Ana Ivanovic and Roger Federer. Rolex was the Official Timekeeper of the year-end WTA Championships in Doha, Qatar, from 2008-2010.

The WTA's season-ending finale – 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 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 sixth major deal signed by the WTA since the beginning of 2010. In addition to renewing Sony Ericsson as the WTA's lead global sponsor, WTA signed leading European cosmetics brand Oriflame, Chinese apparel giant Peak, and Jetstar, a subsidiary of Qantas airlines, to new deals. WTA also brought on BNP Paribas and TEB as joint title sponsors of the year-end WTA Championships for 2011-2013 and renewed and significantly upgraded its partnership with USANA, a leading global vitamin and health supplement manufacturer.

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The WTA is the global leader in women's professional sport with more than 2,400 players representing 99 nations competing for more than \$89 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 TEB BNP Paribas 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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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.