



News Release



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WTA EXTENDS ALLASTER CEO CONTRACT FOR FIVE YEARS

- **Allaster's leadership marked by global expansion, widespread player and tournament support, and commercial success**
- **Prize money at all-time high**

ISTANBUL, TURKEY - The WTA (Women's Tennis Association) Board of Directors announced today that it has voted unanimously to extend the contract of its Chairman and CEO Stacey Allaster for an additional five years through 2017. Since becoming head of the WTA in July 2009, Allaster has led women's tennis to global expansion, record revenue gains, business success, prize money increases and greater broadcast exposure, along with innovative initiatives to drive the popularity of the sport, while also earning the widespread support of the players and tournaments. With the extension, Allaster is set to become the second longest serving CEO in the WTA's history.

"Stacey has done a tremendous job in leading the WTA through a very difficult and challenging economic environment," said Steve Simon, Tournament Board Representative. "She has delivered incredible value to our tournaments, players and partners, all the while staying 100% focused on the best interests of our fans around the world. Her innovative thinking has positioned the WTA for a very bright future."

"Stacey understands players incredibly well, most importantly when it comes to player health and player marketing," said Venus Williams, who serves as chairman of the Players' Council. "She has worked effectively with players by working in collaboration with us, and our tournament partners, to advance our collective interests and those of our fans and partners."

"I am honored to have the opportunity to continue to lead women's tennis and work with the world's best female athletes on continuously improving our fans' experience," said Allaster. "Together with our players, tournaments, lead global sponsor Sony Ericsson and our roster of world class partners, my management team and I plan on building on our great momentum to service our fans, sponsors and members."

Since assuming the role of Chairman and CEO in 2009, Allaster has driven and presided over a series of milestones for the sport, including: (i) securing \$80 million of total revenue; (ii) signing five new sponsors in the past 18 months, along with a multitude of renewals - most notably lead global partner Sony Ericsson - resulting in a 60% increase in sponsorship revenues; (iii) the soon to be completed negotiation of a landmark international media rights deal for the WTA's premier events that will result in record revenues and exposure for the sport; (iv) a 36% increase in WTA tournament prize money, with total prize money now at an all-time high of over US\$90 million (including Grand Slams), and scheduled to increase by 7% to US\$96 million in 2012; (v) a record number of players projected to earn more than \$1 million in 2011; and (vi) record tournament attendance, including a 12% increase at the WTA's premier events from 2010 to 2011.

Additionally, Allaster's tenure has seen record broadcast exposure for the sport, including a 73% increase in viewership and a 14% increase in total broadcast hours from 2010 to 2011; the launch of the largest ever WTA global advertising campaign "Strong is Beautiful", and re-

The WTA is the global leader in women's professional sport with more than 2,400 players representing 99 nations competing for more than \$90 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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launch of the WTA brand identity; significant growth in China and Asia-Pacific, including the signing of two new major Asia-Pacific partners; global expansion of the WTA calendar with the establishment of new events in Denmark, Baku, Kuala Lumpur, Egypt and Dallas; the signing of TEB/BNP Paribas as title sponsor of the year-end Championships for 2011-2013 in Istanbul along with premier brand Rolex; and leading the WTA's digital and social media strategy, including a quadrupling of WTA's global fan base in social media to 25 million fans.

Allaster's continued successful management of the circuit structure "Roadmap" has led to a 24% increase in top player participation at the WTA's top events, and an 18% reduction in withdrawals.

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