



News Release



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DUBAI DUTY FREE EXTENDS WTA GLOBAL PARTNERSHIP THROUGH 2014

ST PETERSBURG, FL, USA – The WTA (Women’s Tennis Association) announced today that Dubai Duty Free, the world’s leading airport retailer, has extended its longstanding global sponsorship of women’s tennis for an additional three years through 2014.

Under the three-year, multi-million dollar agreement, Dubai Duty Free will continue as one of the WTA’s premier sponsors and enjoy a series of innovative and unique benefits highlighted by (i) a new Dubai Duty Free Player Ambassador Program supported by star WTA players, with the players to be included in the program for 2012 to be named in the near future; (ii) a “Dubai Duty Free Full of Surprises Travel Show,” a unique short form-travel series which will be aired on TV and online and hosted by and feature WTA stars; (iii) sponsorship of the WTA’s year-end World No.1 singles and doubles awards; and (iv) Presenting Sponsorship of the WTA’s Pre-Wimbledon Party, the #1 tennis party of the year, held in London and attracting the world’s best tennis players and a host of celebrities annually. The core elements of the new partnership are designed to align Dubai Duty Free’s standing as the No. 1 duty free retailer in the world with many of the WTA’s premium assets.

A WTA sponsor since 2004, Dubai Duty Free’s partnership with the WTA has over the years been marked by leadership and innovation. Dubai Duty Free has been a longstanding supporter of the WTA, having been the first event in the Middle East to award equal prize money and a strong supporter of the growth of women’s tennis throughout the region. Dubai Duty Free is the owner, organizer and title sponsor of the Dubai Duty Free Tennis Championships, an equal prize money Premier tournament on the WTA calendar and a cornerstone event for women’s and men’s tennis in the Middle East.

“Dubai Duty Free has been a loyal partner to the WTA for many years and I am thrilled that the world’s leading duty free retailer and the No.1 global sport for women will continue our successful partnership,” said Stacey Allaster, Chairman and CEO of the WTA. “A supporter of equal prize money and a true visionary for the sport in the Middle East and beyond, Dubai Duty Free has been a longstanding leader in growing women’s tennis around the world.”

The WTA is the global leader in women’s professional sport with more than 2,500 players representing 92 nations competing for a record \$96 million in prize money at the WTA’s 53 events and four Grand Slams in 32 countries. More than 5.2 million people attended women’s tennis events in 2011 with millions more watching on television and digital channels around the world. The 2012 WTA competitive season concludes with the TEB BNP Paribas WTA Championships in Istanbul, Turkey, October 23-28, and the Tournament of Champions in Sofia, Bulgaria, October 30-November 3. Further information on the WTA can be found on www.wtatennis.com.

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Commenting on the renewal of the WTA agreement, Colm McLoughlin, Executive Vice Chairman, Dubai Duty Free said: "We have enjoyed a long and fruitful relationship with the WTA over the years, and our sponsorship of the women's tour has evolved well since 2004. Our new agreement provides Dubai Duty Free with an even wider global reach, through the TV and Online aspects, while also bringing our brand closer to the players through initiatives such as the Brand Ambassador programme and the Awards scheme. We are looking forward to rolling out our plans in the coming weeks."

"I love Dubai and choose to spend a lot of time there during the off-season. Winning my first Dubai Duty Free Championships last year was a moment I will never forget and I am really excited that the WTA's great partnership with Dubai Duty Free will continue for many years to come," said World No.1 Caroline Wozniacki.

Over the past 18 months, the WTA has secured US\$160 million in revenues through the signing of major new sponsors in Europe (Oriflame) and Asia-Pacific (Peak and Jetstar), the signing of BNP Paribas and its Turkish partner TEB as co-title sponsors of the WTA's year-end Championships in Istanbul, the signing of Rolex as a sponsor of the TEB BNP Paribas WTA Championships-Istanbul, a series of renewals with existing partners and securing of additional year-end WTA Championships revenues. In December 2011, the WTA signed a landmark four-year deal with a digital sports specialist PERFORM that is expected to double the overall exposure for WTA tennis through a significant increase in the production of WTA content, the development of new platforms, and an enhanced focus on digital distribution. Additionally, WTA attendance in 2011 at Premier events is up 12% and television viewership is up 73% from 2010 to 2011.

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ABOUT DUBAI DUTY FREE

Dubai Duty Free opened for business on December 20th 1983 and over the past 28 years has grown to become the single largest airport retailer in the world with a turnover of US\$1.46 billion in 2011. Employing 4,000 people, Dubai Duty Free currently operates some 18,000 square metres of retail space at Dubai International, which will increase by a further 8,000 square metres with the opening of Concourse 3 in late 2012.

To date, Dubai Duty Free has received more than 200 awards which include the 'Best Duty Free Shop' from the Global Traveler Award, the 'Retail Company of the Year' from Arabian Business Achievement Awards and the 'Brand of the Year' award from Superbrand Council UAE.

Dubai Duty Free is highly committed to promoting Dubai through a series of high level sporting events including the Dubai Duty Free Tennis Championships, which is owned and organised by Dubai Duty Free and reaches a global audience of 400 million TV viewers. This year's tournament will take place from 20th February to 3rd March 2012.