



THESE ★ GIRLS ★ ROCK

The LPGA is one of the hottest properties in sports entertainment – an uprising of talent, youth and culture that is forever changing the game. Here are just a few of the electric moments on the LPGA stage:

Annika Sorenstam – the world's most dominant golfer; U.S. Solheim Cup team's spectacular victory over Europe at Crooked Stick Golf Club; dominance of seasoned veterans **Rosie Jones, Juli Inkster, Meg Mallon, Beth Daniel** and **Karrie Webb**; emergence of LPGA stars **Cristie Kerr, Lorena Ochoa** and **Christina Kim**; teen sensation **Paula Creamer** leading nine **Rolex First-Time Winners** on Tour in 2005.



Paula Creamer
2005 Rolex Rookie of the Year

Global Brand

The LPGA of 2005 is a global enterprise with its roots in the United States, players hailing from 24 countries, events in 8 countries and television viewers in more than 30 countries.

Fan Demand on the Rise

Record double-digit growth in attendance, television viewership and online traffic during the 2005 major championships. Season-long 2005 television viewership up 34% over 2004.

Number 1

Sports Business Journal ranks LPGA #1 in servicing sponsors - better than NFL, PGA Tour, MLB, etc.

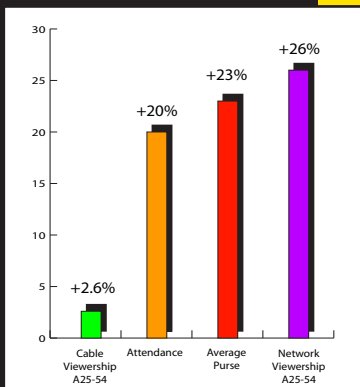
Making Headlines

The LPGA and its stars grace the pages of BusinessWeek, Time, Vogue, Parade, Southern Living, FHM, Elle, People and Esquire, as well as appear on 60 Minutes, Today Show, Oprah, Tonight Show with Jay Leno, etc.

Innovative Marketing Partner

The LPGA is at the forefront with the recent unveiling of the first-ever playoff structure in professional golf - The LPGA Playoffs at The ADT. The season-long competitive structure delivers a dynamic, Superbowl-like conclusion to the season with the largest first place prize in women's golf - \$1 million.

LPGA Performance Overview 2001 vs. 2004



Impactful Media Platform

The LPGA Tour delivers 220+ hours of television coverage each year, more than any other women's sport. LPGA Tour telecasts are distributed to more than 30 countries around the globe. The State Farm LPGA Series on ESPN2, combined with consistent coverage on The Golf Channel, ABC, CBS, NBC and TNT provides LPGA advertisers and fans alike with an impressive year-round television platform to experience the performance, passion and personalities of the LPGA Tour. LPGA.com is THE destination for LPGA sports and entertainment on the web with unique visitors up 77% over 2004.

LPGA Fans are Desirable Consumers

As a leading sports entertainment property, the LPGA delivers one of the most affluent and loyal fan bases, with a strong dual audience of both men and women and some of the most desirable demographics, including educated, professional females with high disposable incomes. LPGA fans are 41% more likely than U.S. consumers to have a household income of \$100,000+, 68% more likely to own a \$500,000+ home, 66% more likely to have a post graduate degree, 31% more likely to be Hispanic and 38% more likely to be Asian. (Scarborough USA)

Sponsorship

LPGA sponsors reach their marketing objectives through a broad variety of custom integrated platforms including: tournament entitlement; television advertising; pro-am participation and hospitality; visibility and product sampling at tournaments; sponsored features and contests on LPGA.com; private custom pro-ams and clinics; in-market promotions and Tour player endorsements. New for 2006, the LPGA is launching The LPGA Playoffs at The ADT and the Women's World Golf Rankings, providing sponsors with additional overarching global marketing opportunities tied to the LPGA, its fans and celebrity athletes.

LPGA Official Corporate Sponsors:



For sponsorship information, contact Julie Tyson, Vice President of National Partnerships, julie.tyson@lpga.com