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FOR IMMEDIATE RELEASE

TRIPLE CROWN OF POLO OPENS SEASON ON ESPN2 AT SARASOTA POLO CLUB

LOS ANGELES (June 18, 2007) - The first game of the 2007 Triple Crown of Polo (TCP) will air on Saturday, June 23, at 1:00 p.m. Eastern (10:00 a.m. Pacific) on ESPN2.

This year the TCP and Toyota Motor Sales reached an agreement for Lexus' sponsorship of the 2007 tournament with the luxury automaker receiving category exclusivity, commercial spots on the ESPN telecasts and vehicle placement at the live events.

"Lexus' sponsorship is a perfect fit for the TCP brand and the polo audience," said David McLane, TCP Founder and Manager. "Polo fans represent an active and affluent lifestyle that appreciates the Lexus brand."

"As Lexus looks to target the highly affluent consumer, TCP and its audience represent a relationship we hope to grow into the future," said Lexus Event Marketing and Promotions Manager, Ralph Fisco."

TCP and ESPN, Inc. have an exclusive agreement for coverage of the sport's multi-market tournament across multiple ESPN outlets, including domestic and international television rights. Under terms of the agreement, ESPN has acquired the rights to place TCP programming across numerous outlets, including ESPN, ESPN2, ESPN Deportes, ESPN International, Mobile ESPN, ESPN Interactive, ESPN360, ESPN.com, ESPN Pay-Per-View, ESPN Video-on-Demand, ESPN HD, ESPN2 HD and more.

As part of the pact, ESPN2 will televise all three tournament stops in the 2007 TCP series on tape delay – Sarasota, the Santa Barbara Polo & Racquet Club in Santa Barbara, California to be played on August 26th and the New Bridge Polo and Country Club in Aiken, South Carolina to be played on September 22nd.

The TCP series brands polo to create an integrated platform to maximize exposure and corporate support for the sport. ESPN offers action to more than 90 million homes domestically while ESPN International's 29 networks reaches 192 countries and territories.

In addition to Lexus, sponsors for the 2007 Sarasota tournament include Tiffany & Co.; The Bradenton Herald newspaper; and Mark P. Riley Luxury Real Estate Group.

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The events will also feature the Lexus Oasis, a premier boutique experience that brings together this very elite crowd of consumers with providers of luxury goods and services. Showcasing the finest automobiles, jewelry, real estate, including the top services and service providers, the Lexus Oasis provides fans a shaded area to watch all the action complete with a lounge area, gourmet food, wine pairings, and a knowledgeable Lexus representatives where guest learn more about the exciting products and owner awards. The center piece of the Lexus Oasis is the amazing LS 600hL, the world's first full-size luxury hybrid sedan.

About Triple Crown of Polo

The Triple Crown of Polo (TCP) is the first multi-market tournament series in the sport's history and provides sponsors a unique opportunity to reach the loyal fans of world class polo competition. For more information, visit www.triplecrownofpolo.com.

About Toyota Motor Sales (TMS), U.S.A., Inc.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion in the United States, marketing products and services through a network of more than 1,400 Toyota, Lexus and Scion dealers in 49 states. Established in 1957, TMS and its subsidiaries also are involved in distribution logistics, motorsports, and research and development.

ESPN, INC.

ESPN, Inc. is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. The company is comprised of seven domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPNU, ESPN Today), ESPN and ESPN2 HD simulcast services, ESPN Regional Television, ESPN International (networks, syndication, radio, web sites), ESPN Radio, ESPN.com, *ESPN The Magazine*, SportsTicker, ESPN Enterprises, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN360 (Broadband), Mobile ESPN, ESPN on Demand, ESPN Interactive and ESPN PPV. Based in Bristol, Ct., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

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