

Wednesday, September 3, 2008

## SONY ERICSSON WTA TOUR ANNOUNCES LANDMARK 2009 ROADMAP CALENDAR

- Streamlined 2009 Calendar to feature 54 tournaments in 31 countries and record prize money of over \$86 million
- Healthier calendar to feature longer off season, reduced player commitment and less surface changes
- 46% of tournaments to be women/men combined or back-to-back
- Record 10 equal prize money tournaments, including at four cornerstone mandatory events in Indian Wells, Miami, Madrid, and Beijing, and season-ending Sony Ericsson Championships in Doha
- On court coaching approved by Tour Board and to be featured at all events in 2009 as part of fan entertainment and innovation efforts

**NEW YORK, NY, USA** – The Sony Ericsson WTA Tour announced today its landmark 2009 Roadmap calendar, featuring the most sweeping reforms in Tour history to the circuit structure. The reforms are designed to create a more fan friendly and healthier structure to more consistently deliver stars to top events and reduce player withdrawals.

“With the Roadmap reforms, 2009 will see the strongest women’s professional tennis product in the sport’s history,” said Larry Scott, CEO of the Sony Ericsson WTA Tour. “Fans will be able to watch more stars and rivalries on the game’s biggest stages, and follow a shortened and streamlined season that unlocks the full value of women’s tennis. The fan, player and commercial partner experience will benefit significantly through more combined events, a calendar that keeps our players healthier, world-class facilities and more equal prize money events than ever before. These reforms will help lift tennis as a whole to new heights.”

“The Roadmap calendar is a great example of players and tournaments working together to make our sport better for fans, better for players and better for tournaments,” said tennis champion and Players’ Council member Venus Williams. “I’m proud to have been a part of a collaborative process that will result in what we hope will be the Tour’s best ever structure and product.”

“The Roadmap will showcase the world’s best female athletes to our fans, sponsors and broadcast partners,” said Steve Simon, Tournament Board Representative and Tournament Director of the Indian Wells tournament. “The business of women’s tennis has grown tremendously over the past years and the Roadmap reforms will untap a new wave of value to our partners and entertainment for the fans.”

“Sony Ericsson is very excited about the innovation process that women’s tennis continues to aggressively pursue to make the game more entertaining and fan friendly as possible,” said Aldo Liguori, Global Head of Communications & PR for Sony Ericsson. “Since the beginning of our sponsorship we have brought the Sony Ericsson spirit of innovation to the sport, from equal prize money to electronic line calling and more, and we are pleased to have found a willing partner in the WTA Tour. The Roadmap announced today is yet another step in the joint mission of Sony Ericsson and the Tour to continue to improve and enrich the total fan experience to the sport.”

The Sony Ericsson WTA Tour is the world’s largest premier professional sport for women with more than 2,000 players representing 90 nations competing for \$70.8 million in prize money at the Tour’s 60 events in 34 countries. More than 4.7 million people attended women’s tennis events in 2007 with millions more watching events on television networks around the world. The Sony Ericsson WTA Tour season concludes with the Sony Ericsson Championships – Doha 2008 in Doha, Qatar, November 4-9, 2008. Further information on the Tour can be found on the Internet at [www.sonyericssonwtatour.com](http://www.sonyericssonwtatour.com).

Cornerstones of the 2009 Roadmap calendar (*attached hereto*) include:

**Longer Off-Season**

- 30% increase in off-season (from 7 to 9 weeks, with season to end in October)

**Streamlined Calendar Structure**

- 20 Premier events featuring top players (reduced from 26 Tier I/II events previously), including:
  - 4 Premier, mandatory, \$4.5 million equal prize money combined events anchoring calendar in Indian Wells, at Sony Ericsson Open in Miami, Madrid Open and China Open in Beijing
  - 15 other Premier events, including \$2 million tournaments in Dubai, Rome, Cincinnati, Toronto and Tokyo, and other top events in Paris, Charleston, Stuttgart, Stanford, Los Angeles, Sydney, Berlin, Eastbourne, New Haven and Moscow
  - Season-ending Sony Ericsson Championships in Doha, featuring equal prize money of \$4.45 million
- 30 International tournaments, culminating in season-ending Commonwealth Bank International Tournament of Champions

**Healthier Calendar**

- Longer off-season, and more in-season breaks for players (e.g., post-Wimbledon)
- Player commitment reduced by 23%, from 13 to 10 tournaments for top players
- Limitation on top player ability to play tournaments outside of 20 Premier events

**Record Prize Money**

- 39% increase in Tour prize money from 2006 – 2009

**Equal Prize Money**

- Equal prize money at 4 Grand Slams, 4 Premier cornerstone events (Indian Wells, Sony Ericsson Open in Miami, Madrid Open, China Open in Beijing), Barclay Dubai Tennis Championships in Dubai, and year-end Sony Ericsson Championships

**Record Investment**

- \$710 million in new stadium facility investments, including world-class new stadiums in China and Madrid
- \$84 million in year-end Sony Ericsson Championships deals in Doha 2008-2010 and Istanbul 2011-2013

**More Combined/Back-to-Back Events**

- 31% of events will be combined men/women
- 46% of events will be either combined or back-to-back in 2009

**Revenue Sharing**

- Tennis' first ever revenue sharing to see players share in tournament revenue growth, and link player commitment to increases in prize money

**China**

- Major Tour presence and expansion into China market, with China Open as one of the four cornerstones of the Roadmap calendar, and a new Asia-Pacific Tour HQ in Beijing

**New Ranking System**

- Best 16 results and more directly linked to the Tour's top events by awarding of "zero pointers" for any missed Premier commitment tournament, Grand Slam or the Sony Ericsson Championships

**Stronger Penalties/Suspensions**

- Suspension system for Top-10 players who miss Premier commitment tournaments and increased withdrawal fines

The 2009 Tour calendar features 54 tournaments (inclusive of the four Grand Slams) across 31 countries and record prize money of over \$86 million. The international breadth of tournaments includes 25 events in Europe, 15 events in the Americas and 14 events in the Asia-Pacific region. Seventeen combined events include Indian Wells, Miami, Madrid, Beijing, Sydney, Moscow, Eastbourne, New Haven, Brisbane, s'Hertogenbosch, Estoril, Memphis and Acapulco, along with the four Grand Slams. Eight back-to-back men/women events include Dubai, Tokyo, Rome, Cincinnati, Canada, Auckland, Bastad and

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Warsaw. 2009 will also see new tournaments in Madrid, Brisbane, Monterrey, Ponte Vedra Beach, Bastad, Warsaw and Osaka. Additionally, in 2011 Rome, Cincinnati and Canada will all be combined men/women events.

### On Court Coaching

The 2009 Roadmap calendar will also feature on-court coaching at all events, following approval by the Tour Board at its US Open meeting of this fan entertainment innovation. The decision to implement on-court coaching follows extensive testing of the concept and strong support from broadcasters, sponsors and tournaments and majority support from the Tour's Players' Council.

Under the new rule, players can request their coach once per set, either on a changeover or at the end of a set. In addition, a player may request her coach if her opponent has requested a medical timeout or change of attire/toilet break. All coaches called on court during televised matches will be required to wear a microphone to capture the coaching conversation for TV viewers.

"I applaud the Sony Ericsson WTA Tour for taking a bold step to increase access and enhance entertainment for television viewers," said Jason Bernstein, ESPN's Senior Director for Programming & Acquisitions. "Women's tennis has been a leader in player access initiatives, and on-court coaching will be a great addition for the fan experience."

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**MEDIA CONTACT:** Andrew Walker, Sony Ericsson WTA Tour, +1.727.871.5666, [awalker@wtatour.com](mailto:awalker@wtatour.com)



Sony Ericsson  
WTA TOUR

## 2009 Sony Ericsson WTA Tour Calendar

As of September 4, 2008

Week	Date	Premier	International
1	29 Dec		
2	5 Jan		Brisbane International - Brisbane \$220,000 32/32/16 ASB Classic - Auckland \$220,000 32/32/16
3	12 Jan	Medibank International - Sydney \$600,000 32/32/16	Moorilla Hobart International - Hobart \$220,000 32/32/16
4	19 Jan		
5	26 Jan		Australian Open - Melbourne - 128/96/64
6	2 Feb	Fed Cup I	
7	9 Feb	Open Gaz de France - Paris \$700,000 32/32/16	PTT Pattaya Women's Open - Pattaya City \$220,000 32/32/16
8	16 Feb	Barclays Dubai Tennis Championships - Dubai \$2,000,000 56/32/28	Regions Morgan Keegan Championships & the Cellular South Cup - Memphis \$220,000 32/16/16 Colsanitas Cup - Bogota \$220,000 32/32/16
9	23 Feb		Abierto Mexicano TELCEL presentado por HSBC - Acapulco \$220,000 32/32/16
10	2 Mar		Monterrey Open - Monterrey \$220,000 32/32/16
11	11 Mar	Indian Wells - Indian Wells \$4,500,000 96/48/32	
12	16 Mar		
13	25 Mar	Sony Ericsson Open - Miami \$4,500,000 96/48/32	
14	30 Mar		
15	6 Apr		MPS Group Championships - Ponte Vedra Beach \$220,000 TBC/32/16
16	13 Apr	Family Circle Cup - Charleston \$1,000,000 56/32/16	Barcelona KIA - Barcelona \$220,000 32/32/16
17	20 Apr	Fed Cup II	
18	27 Apr	Porsche Tennis Grand Prix - Stuttgart \$700,000 32/32/16	Grand Prix De SAR La Princesse Lalla Meryem - Fes \$220,000 32/32/16
19	4 May	Internazionali BNL d'Italia - Rome \$2,000,000 56/32/28	Estoril Open - Estoril \$220,000 32/32/16
20	9 May	Madrid Open - Madrid \$4,500,000 64/32/28	
21	18 May	Qatar Telecom German Open - Berlin \$600,000 32/32/16	International de Strasbourg - Strasbourg \$220,000 32/32/16
22	25 May		
23	1 Jun		Roland Garros - Paris - 128/96/64
24	8 Jun		DFS Classic - Birmingham \$220,000 56/32/16
25	15 Jun	International Women's Open - Eastbourne \$600,000 32/32/16	Ordina Open - 's-Hertogenbosch \$220,000 32/16/16
26	22 Jun		
27	29 Jun		The Championships - Wimbledon - 128/96/64
28	6 Jul		Gaz de France Grand Prix - Budapest \$220,000 32/32/16 Nordea Nordic Light Open - Bastad \$220,000 32/32/16
29	13 Jul		Internazionali femminili de tennis de Palermo - Palermo \$220,000 32/32/16 ECM Prague Open - Prague \$220,000 32/32/16
30	20 Jul		Banka Koper Slovenia Open - Portoroz \$220,000 32/32/16 Warsaw Open - Warsaw \$220,000 32/32/16
31	27 Jul	Bank of the West Classic - Stanford \$700,000 32/32/16	Istanbul Cup - Istanbul \$220,000 32/32/16
32	3 Aug	East West Bank Classic presented by Herbalife - Los Angeles \$700,000 56/32/16	
33	10 Aug	Western & Southern Financial Group Women's Open - Cincinnati \$2,000,000 56/32/28	
34	17 Aug	Rogers Cup - Toronto \$2,000,000 56/32/28	
35	24 Aug	Pilot Pen Tennis presented by Schick - New Haven \$600,000 32/32/16	\$220,000 32/32/16
36	31 Aug		
37	7 Sep		US Open - Flushing Meadows - 128/128/64
38	14 Sep		Guangzhou International Women's Open 2009 - Guangzhou \$220,000 32/32/16 Bell Challenge - Quebec City \$220,000 32/32/16
39	21 Sep		Hansol Korea Open - Seoul \$220,000 32/32/16 Tashkent Open - Tashkent \$220,000 32/32/16
40	28 Sep	Toray Pan Pacific Open - Tokyo \$2,000,000 56/32/28	
41	3 Oct	China Open - Beijing \$4,500,000 64/32/28	
42	12 Oct		Generali Ladies Linz - Linz \$220,000 32/32/16 Japan Women's Open Tennis - Osaka \$220,000 32/32/16
43	19 Oct	Kremlin Cup - Moscow \$1,000,000 32/32/16	FORTIS Championships Luxembourg - Luxembourg \$220,000 32/32/16
44	26 Oct	Sony Ericsson Championships - Doha 2009 \$4,450,000 8/-/4	
45	2 Nov	Fed Cup Final	Commonwealth Bank Tournament of Champions - Bali \$600,000 12/-/-
46	9 Nov		
47	16 Nov		
48	23 Nov		
49	30 Nov		
50	7 Dec		
51	14 Dec		
52	21 Dec		

OFF SEASON  
8 - 10 WEEKS