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LPGA NEWS RELEASE

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LPGA adds “The Evian” as a major championship beginning in 2013

*Evian and the LPGA make golf history with "Fifth Major"
on completely redesigned Evian Golf Club*

Long-term commitment; fall date; enhanced global television coverage highlight announcement

EVIAN-LES-BAINS, FRANCE, July 20, 2011 – LPGA Commissioner Mike Whan and Danone Chairman and CEO Franck Riboud today announced that Evian and the LPGA have signed a long-term commitment to add a fifth major to the LPGA Tour schedule beginning in September 2013. The tournament, to be renamed "The Evian," will be played on a completely redesigned Evian Golf Club with a strong international field and enhanced international television exposure.

Whan and Riboud, the visionary behind *The Evian*, were joined by Tournament Chairman and Director Jacques Bungert, Rolex Rankings No. 1 Yani Tseng, No. 2 Cristie Kerr, No. 3 Suzann Pettersen and LPGA and World Golf Halls of Fame member Karrie Webb for the announcement today.

"Evian has stepped up to make a huge statement for women's golf worldwide with *The Evian*," Commissioner Whan said in his opening remarks. "From the very beginning, Franck Riboud made it clear to the LPGA, and more recently to me, that his vision was to celebrate the absolute best female golfers in the world, in one of the absolute best locations in the world, and today he has confirmed that promise with *The Evian*."

"Personally, I never had the pleasure to meet David Foster, the late Chairman and CEO of Colgate-Palmolive, who was the driving force behind the development of the "The Dinah," as well as other tournaments and marketing approaches that lifted the women's professional game to new heights," Whan continued. "However, you didn't have to know him to realize that as a result of his passion and persistence the game of golf is better. He gave the LPGA a tournament, and a location, that will forever be part of our history. In my mind, Franck shares the passion and persistence, and most importantly the vision, that will no doubt help all of us take women's professional golf to a completely new level. *The Evian* will be a tournament, a location, and an atmosphere that young women will strive to be part of for the next few decades."

The Evian is set to be played the second week of September 2013 and will be the final major of the season following the Kraft Nabisco Championship, Wegmans LPGA Championship, U.S. Women's Open conducted by the USGA and RICOH Women's British Open.

“This is a fantastic achievement for all those who have supported us, first and foremost the players, our faithful sponsors, and the media,” Riboud said. “For the region, for this golf resort, for the Evian Masters Organization teams, we are proud to be a part of golf history. I want to extend a special thanks to Mike Whan, the one who made this happen, as well as former commissioner Ty Votaw, whose vision brought us on the LPGA schedule. Finally, our thanks to the players – including Amy Alcott, Annika Sorenstam, Helen Alfredsson, Laura Davies and Juli Inkster – and all the Evian champions, who have supported us from the beginning. There are no sporting events without champions!”

“When we joined the LPGA and became co-sanctioned by the LET and the LPGA, I didn’t expect, even if the ambition was there, that 11 years later we would become a major championship,” Bungert said. “This tournament has a very unique soul, a strong DNA, and our values have been part of this success. We all share that spirit. With players coming from all over the world, we feel we have now an even greater responsibility towards women’s golf to showcase the very best. I would like as well to recognize all the people, within the organization team or ‘friends of the Evian Masters family,’ who have made this possible by succeeding over all these years on building this event and its international fame.”

Evian has agreed to a very long-term commitment to host the event, which includes a complete redesign of Evian Golf Club by a team of architects led by U.S.-based designer Steve Smyers, who has more than 50 projects spanning the globe, and European Golf Design (EGD) who has built some of the best new courses in Europe. The final four holes, called the ‘Fantastic Finish,’ will play into, and around, a huge spectator amphitheater setting, providing a memorable closing stretch for competitors and fans alike. The redesign will be complete in spring 2013.

“This is a unique opportunity to take a fantastic golf course and transition it into the model for future championship play,” Smyers said. “Virtually every tee box, fairway, bunker and green structure will be redesigned to create a ‘new’ golf course, and major venue, that will challenge the best golfers in the world, and create a lasting legacy as the final LPGA major of the season.”

The LPGA and *The Evian* will work together to significantly broaden and enhance worldwide television coverage, to include elements such as pursuing network TV in the U.S., additional hours of coverage, HD production, increased promotion and other production enhancements. The event has continued to increase its worldwide exposure through the years, most recently utilizing European PGA Tour productions to produce the event and broadcasting its coverage in the U.S. via Golf Channel. The location and time of the television broadcasts will be announced at a later date.

“The Evian Masters has always been an elite tournament in the world of women’s golf because of the elite field, the spectacular location and the commitment of the global sponsors to the event and women’s golf in general,” Kerr said. “Players on the LPGA have always considered the Evian Masters on par with the best tour events in all of golf. As an LPGA major, *The Evian* will continue, as it has always done, to reach new heights year after year.”

The current Evian Masters began its legacy of taking women’s professional golf to new heights when it landed on the LPGA Tour schedule in 2000 with a purse of \$1.8 million, helping to push overall purse levels on the LPGA Tour beyond what they had ever been. Its current purse of \$3.25 million is the highest on the 2011 LPGA Tour, matched only by the U.S. Women’s Open. The Evian Masters became a co-sanctioned event on the LPGA Tour in 2000 following six years as a major championship on the Ladies European Tour (LET).

The event has a rich history of attracting the very best in the women's game from around the world to Evian Mountain and has cultivated an impressive and culturally diverse list of champions, including LPGA and World Golf Halls of Fame members Annika Sorenstam, Juli Inkster and Karrie Webb; Laura Davies, the winner of 72 worldwide titles; and recent Rolex Rankings No. 1's Jiyai Shin and Ai Miyazato. The event has also traditionally awarded invitations to players from emerging golf markets like China, India, Russia and Slovakia.

About the LPGA (Ladies Professional Golf Association)

The LPGA is the world's leading professional golf organization for women. Founded in 1950, the association celebrates a diverse and storied membership with more than 1,700 members representing 29 different countries. With a Vision to inspire, empower, educate and entertain by showcasing the very best of women's golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management. The LPGA Futures Tour serves as the official developmental tour of the LPGA, consistently producing a pipeline of talent ready for the world stage. The LPGA is headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: www.LPGA.com, www.facebook.com/lpga.official, www.twitter.com/lpga, and www.youtube.com/lpgavideo.

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