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SONY ERICSSON WTA TOUR ANNOUNCES WINNER OF “HEROES AMONG US” PROGRAM

Fans Choose High School Teacher Suniti Marathe of Goa, India, for her Commitment to Serving Youth in her Community

ST. PETERSBURG, FL, USA – The Sony Ericsson WTA Tour announced Suniti Marathe as the grand prize winner for the 2009 Heroes Among Us program. Marathe, who has taught high school for more than 20 years, receives this honor for her leadership and commitment to serving as a role model and mentor to young people in her community of Goa, India.

Fans selected Marathe out of five finalists in an online vote, which took place on the Tour’s official website at www.sonyericssonwtatour.com/heroesamongus between September 28 and October 5, 2009.

As the winner of the Heroes Among Us program, Marathe will receive a prize package for two to attend the Sony Ericsson Championships – Doha 2009, including tickets to the final, roundtrip airline tickets, accommodation, transportation, behind-the-scenes access at the tournament and tickets to the Sony Ericsson WTA Tour Year-End Party in Doha, Qatar.

Marathe’s son nominated her mother because of her commitment to educating youth in local villages. “She has gotten many kids in our area to read good books,” said Ajit Marathe. “If books are not available in her library, she personally takes the kids to bigger libraries. Every person in our area recognizes her not only as a good teacher but as a good person.”

Marathe, who runs a library and teaches out of her home, also travels to neighboring villages to teach and to distribute books and uniforms to children who are in need. According to Ms. Marathe’s son, her mother believes that reading not only improves knowledge, but helps improve awareness.

“The Sony Ericsson WTA Tour is very proud to honor Marathe, whose commitment to bettering the lives of youth in her community is deserving of recognition,” said Stacey Allaster, CEO of the Sony Ericsson WTA Tour. “As a female leader and role model, Marathe emulates the values by which Billie Jean King founded the Tour. She is helping to develop future leaders and role models by creating an environment where children have the opportunity to learn and grow.”

The Heroes Among Us program follows in the footsteps of the Tour’s landmark global partnership with the United Nations Educational, Scientific and Cultural Organization (UNESCO) to raise awareness of gender equality issues and create leadership opportunities for women. Venus Williams, along with fellow Tour players Vera Zvonareva, Tatiana Golovin and Zheng Jie, and Tour Founder and tennis legend Billie Jean King, serve as UNESCO Promoters of Gender Equality to help raise awareness about issues of importance to women worldwide, and to create leadership opportunities for women through the funding of programs in Cameroon, Liberia, Dominican Republic, China, Jordan and the United States.

The Tour has promoted gender equality for more than three decades. As the world’s leading professional sport for women with more than 2,200 players representing 96 nations competing in 51 tournaments and four Grand Slams in 31 countries, the Tour has not only provided the opportunity for women to excel at the highest level of sport, but inspired millions of girls worldwide who dream big.

For more information on the program and to view Marathe’s nomination and photo, please visit www.sonyericssonwtatour.com/heroesamongus.

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The Sony Ericsson WTA Tour is the world’s leading professional sport for women with more than 2,200 players representing 96 nations competing for more than \$86 million in prize money at the Tour’s 51 events and four Grand Slams in 31 countries. More than 4.8 million people attended women’s tennis events in 2008 with millions more watching events on television networks around the world. The Sony Ericsson WTA Tour season concludes with the Sony Ericsson Championships – Doha 2009 in Doha, Qatar, from October 27-November 1, and the inaugural Commonwealth Bank Tournament of Champions in Bali, Indonesia from November 4-8. Further information on the Tour can be found on the Internet at www.sonyericssonwtatour.com.



PRESS RELEASE

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ABOUT THE SONY ERICSSON WTA TOUR

The Sony Ericsson WTA Tour is the world's largest premier professional sport for women with more than 2,200 players representing 96 nations competing for over \$86 million in prize money at the Tour's 51 events and four Grand Slams in 31 countries. More than 4.8 million people attended women's tennis events in 2008 with millions more watching events on television networks around the world. The Sony Ericsson WTA Tour season concludes with the Sony Ericsson Championships – Doha 2009 in Doha, Qatar, October 27 – November 1 and the inaugural Commonwealth Bank of Champions in Bali, Indonesia from November 4-8. Further information on the Tour can be found on the Internet at www.sonyericssonwtatour.com.

ABOUT UNESCO

The United Nations Educational, Scientific, and Cultural Organization (UNESCO) was created on November 16, 1945. As a specialized agency of the United Nations, UNESCO contributes to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information. Paris-based UNESCO provides a platform where global challenges for humanity can be addressed on the basis of equality among Member States. Founded on the principles of universality, diversity and dignity, UNESCO's actions continue to be guided and shaped by a set of commonly shared values that include justice, solidarity, tolerance, sharing, equity, respect for human rights, including women's rights, and cultural diversity, pluralism and democratic principles. As mandated by its Constitution, UNESCO helps to build the defenses of peace in the minds of men. Further information on UNESCO can be found on the internet at www.unesco.org and the Partnership at www.unesco.org/women or www.unesco.org/genderequality.

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