

November 2, 2009

SERENA WILLIAMS BREAKS SONY ERICSSON WTA TOUR SINGLE-SEASON PRIZE MONEY RECORD

- **Williams becomes second player in Tour history to eclipse \$5 million prize money earnings in single season**
- **34% increase in 2009 Tour prize money**

ST. PETERSBURG, FL, USA – By winning the year-end Sony Ericsson Championships – Doha 2009, Serena Williams has set a new single-season prize money record for the Sony Ericsson WTA Tour by earning \$6,545,586. Williams has eclipsed the previous record set by Justine Henin in 2007 (\$5,429,586). Prize money totals include Grand Slam prize money earned.

“It’s incredible how much women’s tennis has grown in the last few years and that the Tour has increased our prize money so significantly. We are very fortunate to have an opportunity to be so well rewarded for doing something we love,” said Williams.

“As a result of the reform of our circuit structure, the Sony Ericsson WTA Tour has been able to unlock significant value in the sport, including with respect to prize money,” said Stacey Allaster, Chairman and CEO of the Sony Ericsson WTA Tour. “Serena Williams is one of the all-time great champions in the history of women’s tennis and it’s because of athletes like her that the sport has come so far so fast.”

Earlier this year, Williams surpassed Lindsay Davenport, the previous record holder in career prize money earnings on the Sony Ericsson WTA Tour, and became not only the all-time career prize money leader in women’s tennis, but also the first professional female athlete to earn more than \$23 million in a single professional sports league and has now boosted her career earnings to \$28,506,993.

The 28-year-old American has had a stellar 2009 season, winning the Sony Ericsson Championships and two Grand Slam singles titles (Australian Open and Wimbledon) and posting solid results at the other two Grand Slams, falling to eventual champions at both (to Svetlana Kuznetsova in the quarterfinals of Roland Garros and to Kim Clijsters in the semifinals of the US Open). A finalist at the Sony Ericsson Open in Miami, Williams has 14 wins over Top 10 opponents this season. In addition to her success in singles, Williams has also won four doubles title this year with Venus Williams, including three Grand Slams (Australian Open, Wimbledon and US Open) as well as the Bank of the West Classic in Stanford.

Williams turned professional at the age of 14 in November 1995 and played her first tournament in Quebec City, Canada. In her 14-year career she has won every major title at least once for a total of 11 Grand Slam singles titles. Williams has won four titles at the Australian Open (2003, 2005, 2007, 2009), three at Wimbledon (2002, 2003, 2009), three at the US Open (1999, 2002, 2008), and one at Roland Garros (2002). In addition, Williams has won two Olympic Gold medals, playing doubles with Venus in Sydney in 2000 and again at Beijing in 2008, and is the owner of 35 singles and 17 doubles titles. Williams passed the one million US dollar prize money mark at 1999 Roland Garros, later exceeding the \$10 million mark in 2002 and the \$20 million mark in 2008, both at the Sony Ericsson Championships.

Prize Money Milestones in Women’s Tennis:

- In 1971, total Tour prize money for 19 events was \$309,100. In 2009, it has grown to over \$86 million at the Tour’s 55 events (including the Grand Slams, which are not operated by the Tour)
- The total prize money has increased by 34% from 2008 to 2009
- In 1971, Billie Jean King became the first female athlete to pass the six figure mark in single season earnings. In 2008, 143 women earned more than \$100,000 during the season
- In 1976, Chris Evert became the first female athlete to pass \$1 million in career earnings at the Colgate Champs in Palm Springs, CA; in 1986 Martina Navratilova became the first woman to pass \$10 million in career earnings at the U.S. Indoors and it was Navratilova again eight years later at 1994 Filderstadt, where she became the first to pass the \$20 million mark

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



Sony Ericsson
WTA TOUR

PRESS RELEASE

- By winning the 1982 Wimbledon, Martina Navratilova became the all-time prize money leader in tennis, over taking both Chris Evert and Jimmy Connors, a mantle she held until 1989; later that year, she became the first female athlete to pass \$1 million in a single season finishing with \$1,475,055
- In 1984, Navratilova surpassed the \$2 million mark in season earnings; in 1997 Martina Hingis passed the \$3 million mark; in 2003 Kim Clijsters passed the \$4 million plateau and in 2007 Justine Henin became the first woman in sports to pass \$5 million in single season earnings
- On three occasions, a woman has been the top earner (men or women) in tennis: 1984 – Martina Navratilova, 1991 – Monica Seles and 2003 – Kim Clijsters
- By winning the singles and doubles at the 2009 Australian Open, Serena Williams becomes the first professional female athlete to pass the \$23-million mark in a single professional sports league. Williams increased her career total to \$23,517,642, at the time, passing Lindsay Davenport as all-time leader on the Sony Ericsson WTA Tour. At the time, four female athletes have passed the \$22 million mark in their respective leagues: Serena Williams (WTA), Annika Sorenstam (LPGA, \$22,573,192), Lindsay Davenport (WTA, \$22,144,735) and Venus Williams (WTA, \$25,066,990).

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