

## **FOR IMMEDIATE RELEASE**

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February 24, 2005 ATP, Sony Ericsson WTA Tour to Stage Joint Awards Ceremony at Four Seasons Hotel Miami

- "Stars for Stars" event to celebrate tennis excellence and highlight the charitable organization First Serve.
- Governing bodies of men's and women's circuit to honor top players together for first time in history.
- Roger Federer, others to be honored at prestigious event

Miami, Florida, U.S.A.-The Sony Ericsson WTA Tour and ATP will for the first time ever host a combined awards ceremony to honor its finest players and tournaments at a new event called Stars for Stars - A Celebration of Tennis Excellence. The Four Seasons Hotel Miami, in association with NetJets, will host the event on March 22, 2005 on the eve of the NASDAQ-100 Open. The evening's activities will be highlighted by the 2004 Pro Tennis Choice Awards Presented by Waterford Crystal. The Sony Ericsson WTA Tour will announce its 2004 Player of the Year Award, certain to be one of the most anticipated announcements of the evening. The nominees are Lindsay Davenport, Justine Henin-Hardenne, Svetlana Kuznetsova, Anastasia Myskina and Maria Sharapova. Doubles Team of the Year, Most Improved Player, Newcomer of the Year and Comeback Player of the Year awards also will be announced during the awards ceremony. ATP will present Roger Federer with its 2004 Player of the Year Award that honors the winner of the INDESIT ATP Race. Federer also is a nominee for the Stefan Edberg Sportsmanship Award along with Carlos Moya, Paradorn Srichaphan and Sargis Sargsian. Other ATP awards include the prestigious Arthur Ashe Humanitarian of the Year. Top current and former players along with tennis dignitaries and children participating in First Serve will present the Waterford Crystal trophies to the winners. The Tennis Channel will film a behind-the-scenes special about "Stars for Stars" to be aired at a later date. The luxurious setting for the evening will be the Four Seasons Hotel Miami, which rises 70 stories above Brickell Avenue to dominate the city's sparkling skyline. "I am absolutely thrilled that the ATP, Mercedes-Benz and Sony Ericsson WTA Tour have chosen Miami and the Four Seasons Hotel Miami as hosts for this event," says Butch Buchholz, chairman of the First Serve and NASDAQ-100 Open. "Tennis has some of the most recognized athletes in the world and we will showcase our sports finest athletes in an absolutely beautiful setting here, all for a worthy cause supported by players and forward-thinking organizations such as NetJets. It's wonderful that the Sony Ericsson WTA Tour and ATP are working closely together on joint initiatives, and we're all happy to be part of what we hope will be the start of a great tradition here in Miami." (Note to Editors: A full list of ATP and Sony Ericsson WTA Tour awards and nominees can be found in attached documents.)

### **About First Serve**

The tennis world has pooled its external assets to help inner-city children develop the internal assets they need to be successful, both on and off the tennis court. The First Serve Life Skills Curriculum is currently made available, at no cost, to thousands of young people in 20 major cities throughout the United States. First Serve empowers young people by providing local tennis facilities and schools with a life skills program that promotes positive values, healthy habits, and education through the game of tennis. The 2010 goal is to offer First Serve programming in 100 major cities throughout the world to over a half a million children, who otherwise would not have these opportunities. For more information, please visit [www.firstserve.org](http://www.firstserve.org)

### **Four Seasons Hotel Miami**

Dominating the city's sparkling skyline, Four Seasons Hotel Miami is a sleek landmark that combines contemporary luxury with resort-style amenities, just a block from Biscayne Bay. Rising 70 stories above Brickell Avenue, the Hotel is part of a prestigious, multi-use complex that includes exclusive residences, offices and retail space. Open since October 1, 2003 it provides a preferred address for both business and leisure travelers, and the highly personalized, anticipatory service that Four Seasons guests expect and value around the world.

### **About Waterford Crystal**

Waterford Crystal designs, manufactures and markets an extensive range of crystal objets d'art, stemware and gifts for distribution throughout the world. In recent years, Waterford has built upon its reputation as a leading source of prestigious tabletop and gift products by expanding into several new businesses. Significant expansions into tabletop and gifts have occurred with the launch of the Marquis by Waterford, the addition of Waterford Fine China, Waterford Fine Flatware, and Waterford Holiday Heirlooms, and Waterford Table and Bed Linens. Each of those initiatives reflects the company's commitment to creating prestigious products - for gift giving, entertaining, and home decorating - whose classic designs transcend time.

### **About ATP**

With 64 tournaments in 30 countries, the ATP showcases the finest athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the season-long INDESIT ATP 2005 Race unites players and tournaments in a quest for success. The world's premier stars compete all season for INDESIT ATP 2005 Race points as they seek to secure a coveted spot in the Tennis Masters Cup, the year-end championship to be held in November in Shanghai, China, and a chance to claim the title of World No. 1. For more information, please visit [www.ATPtennis.com](http://www.ATPtennis.com).

### **About Sony Ericsson WTA Tour**

The Sony Ericsson WTA Tour is the world's premier professional sport for women. In 2005, more than 1,000 players representing 71 nations are competing for \$57.8 million in prize money at 63 events in 33 countries. The 2005 season concludes in November with the WTA Tour's season-ending Championships presented by Porsche at the STAPLES Center in Los Angeles, California. Sony Ericsson WTA Tour events are viewed across the globe, reaching hundreds of millions of households, and are immensely popular in person, attracting more than four million spectators worldwide.

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