



100 International Golf Drive | Daytona Beach, Florida 32124.1082
386.274.6200 | Fax 386.274.1099 | www.lpga.com

News Release

LPGA launches online pro shop, features new logo

DAYTONA BEACH, Fla., Oct. 3, 2007 – The Ladies Professional Golf Association (LPGA) has teamed up with Kansas City-based Zouire Marketing Group to launch the LPGA Pro Shop, the LPGA's online merchandising store. Fans can visit the LPGA Pro Shop via the Web at www.LPGAproshop.com.

Worldwide fans of the LPGA, the pre-eminent global leader of women's professional golf, can access the online store to purchase their own LPGA apparel, which features the recently debuted LPGA logo and will build on the LPGA's These Girls Rock brand. The store went live this morning and features apparel and accessories for fans of all ages.

"Because of the global nature of the Tour, we wanted to provide an easy-to-access online merchandising presence for fans from all points on the globe," said Bill Susetka, LPGA chief marketing officer. "Our fans have a variety of preferences when it comes to apparel and golf gear and we believe we've met their demands and reflected this in the LPGA Pro Shop."

Beyond the traditional shirts, hats and golf balls, fans can find stylish items, such as belts, sandals and jewelry. The first 100 fans who order from www.LPGAproshop.com will also receive an LPGA key tag charm and lapel pin.

"We are excited to work with the LPGA on its online merchandising program," said David Churchman, president of Zouire Marketing Group. "World-class golf, a new logo and great fans will contribute to the success of this latest line of merchandise, which we plan to continually update to reflect current trends. The women of the LPGA are classy, fresh and on the cutting edge of fashion and we know this new line of merchandise will reflect that."

About Zouire

Zouire is a full-service marketing company located in the Kansas City, Mo., area specializing in licensing, consumer Internet and uniforms corporate marketing.

About the Ladies Professional Golf Association

Featuring the world's best women golfers, the LPGA's membership includes touring, teaching and club professionals. The LPGA Tour in 2007 features 35 events, with total prize money of nearly \$55 million. Since 1981, the LPGA and its tournaments have raised approximately \$180 million for charity. From the dreams of its 13 founders in 1950, the LPGA has evolved into the world's pre-eminent women's professional sports organization. The LPGA has grown from its roots as a playing tour into a non-profit organization involved in every facet of golf. In addition to the LPGA Tour members, the LPGA membership includes nearly 1,200 certified Teaching and Club Professionals (T&CP) who serve the golf industry in teaching, coaching and management positions. The LPGA T&CP member programs focus on increasing the involvement of women, girls and youth in golf, as well as contribute to the growth of the sport overall. The LPGA is headquartered in Daytona Beach, Fla. For more information on the LPGA, log on to www.LPGA.com.

###

Media Contacts:

Dana Gross-Rhode, LPGA; 386.274.6200, dana.grossrhode@lpga.com

Mandy Zellers, Zouire Marketing Group; 913.907.2233, mzellers@zouire.com