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# News Release

## LPGA unveils new logo

*Delivers apparel with new contemporary logo, official merchandise*

**DAYTONA BEACH, Fla., Oct. 3, 2007** -- The Ladies Professional Golf Association (LPGA) today unveiled its new logo, a contemporized version of its classic “swinging lady” mark. Working with SME, the world leader in strategic sports branding and design, the LPGA brought the vision of its dynamic future to life with a series of bold brushstrokes designed to stand the test of time.

“We designed a logo that represents the power, strength and athleticism of our LPGA athletes, and with the use of the bold colors, highlights our international membership and global business,” said LPGA Commissioner Carolyn F. Bivens. “This new logo underscores the changes in women’s sports and the LPGA in recent years, and communicates the LPGA’s bright future.”

The sleek new logo, which features an effortless, bold stroke-form of a female golfer, was designed to reflect the power, energy and contemporary lifestyle of the LPGA athlete. For the first time in the association’s 58 years, the LPGA’s primary mark will not be enclosed in a frame, representing a future with limitless potential.

The colorful new logo, the fourth in the LPGA’s 58-year history, will be transitioned into the LPGA business at LPGA headquarters in Daytona Beach, Fla., on [LPGA.com](http://LPGA.com), via implementation by the LPGA membership and at LPGA tournaments around the world. The LPGA-owned and operated 2007 season-ending ADT Championship in November at Trump International Golf Club in West Palm Beach, Fla., will mark the first event to fully display the new LPGA logo.

“Throughout the creative-design process, we sought a logo that offered a balance between the classic and traditional nature of the sport, but also captured the passion and drive of today’s LPGA members,” said Bill Susetka, the LPGA’s chief marketing officer. “We also needed a logo that we could easily reproduce on merchandise, billboards and signage, and one that could carry its meaning to all points around the world. We’ve achieved this with our new logo.”

“Of all the prestigious brand development assignments that we’ve been fortunate enough to work on over the years, the LPGA is among the most exciting,” said Ed O’Hara, SME’s chief creative officer and senior partner. “The new logo is a dramatic expression of the special and unique attributes of the brand, and truly symbolizes the LPGA’s brand promise of showcasing the very best in women’s golf.”

Fans do not have to wait until the ADT Championship to catch their first glimpse of the striking new logo. A wide array of official LPGA merchandise and golf-related items are available for the first time today via the LPGA’s new online pro shop: [www.LPGAproshop.com](http://www.LPGAproshop.com). A wide array of LPGA-branded apparel and golf-related items are now available on the Web site.

The logo redesign, the first since 1992, and LPGA Pro Shop launch are part of the organization’s ongoing branding initiatives that reinforce the LPGA as one of the world’s most dynamic sports brands.

### **About SME**

SME is the world’s leading branding and design consultancy for the sports industry, serving professional, amateur and collegiate teams, leagues and properties as well as their partners and sponsors. SME has been the pioneering force in defining and revolutionizing the fundamentals of sports branding, delivering more than 2,000 successful brand-building solutions to clients worldwide. They include adidas, NFL, NHL, FIFA, HSBC, NCAA, MLS and the United States Olympic Committee. SME was founded in 1989 and is based in New York City. For more information, visit [www.smebranding.com](http://www.smebranding.com).

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#### **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](http://www.LPGA.com).

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