

FAMILY CIRCLE CUP FAN NEWSLETTER



COUNTDOWN TO THE CUP — 225 DAYS

Welcome to the Family Circle Cup Fan Newsletter

We've created this quarterly publication to keep everyone informed about year-round happenings at this Sony Ericsson WTA Tour Premier Event. From planning next year's event, to keeping up with the players as they travel the globe, this newsletter promises to be an interesting read as you wait for April to return. Thank you for your continued patronage of this world class event, and we look forward to seeing you in Charleston!

Tournament Thoughts

Starting immediately after the tournament concludes, Family Circle Cup staffers spend their time designing on-court/off-court activities to entertain fans throughout next year's Cup. Specifics are still being hammered out at this point, but the following activities are in the early planning stages, so visit FamilyCircleCup.com for regular updates:

New Stadium Banner



Sabine Lisicki, the 2009 Family Circle Cup singles champion, will be honored with a 40' x 47' stadium banner to be hung on the north side of Family Circle Stadium facing Seven Farms Drive in early February, 2010. We're currently in the process of looking through thousands of action photos of Sabine to find the best image of our champion to place on the banner.

Sabine will join our two previous winners, 2008 Champion Serena Williams and 2007 Champion Jelena Jankovic, on display for all of Charleston to enjoy.

Winning in Doubles Luncheon

This popular event will certainly return in 2010, and at this point, it will likely be scheduled during the Tuesday day session. Because it's been so well received, we're thinking of adding a second luncheon to accommodate all of the fans who want to participate.



Vol. 1, Issue 1 08/27/09



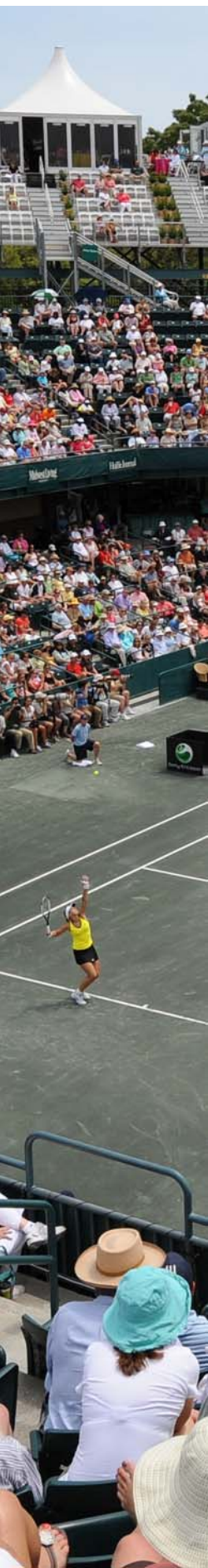
Sabine Lisicki def. Caroline Wozniacki in the finals of the 2009 Family Circle Cup.

Quick Notes: US Open Wildcards...



Mallory Cecil Gail Brodsky

Congratulations to Mallory Cecil, 2008 SMASH Jr. Cup winner, and Gail Brodsky, who currently trains at the Family Circle Tennis Center, who both received wild cards into the Main Draw at next week's US Open. *In addition, 2009 Smash Jr. Cup champ Allison Riske and runner-up Kristie Ahn have been awarded berths in the qualifying tournament. We wish them the best of luck, and look forward to seeing them in Charleston next year!



FAMILY CIRCLE CUP FAN NEWSLETTER

Vol. 1, Issue 1 08/27/09

Tournament Thoughts continued...

New Sessions



We're planning to add two exciting new sessions during the 2010 event, celebrating the Family Circle Cup's 10th year in Charleston, and

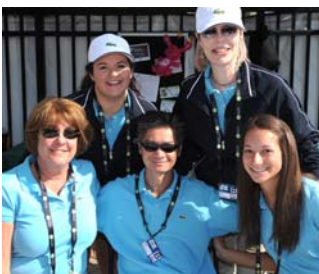
we know our fans will appreciate the expansion of this world class tennis event.

The first addition is a Monday night session, scheduled to begin immediately after play concludes, and feature a wide range of tennis activities for the whole family. Designed as a festive tennis celebration, the FREE evening will include professional exhibition matches on Althea Gibson Club Court, live music, free tennis lessons, a wheelchair tennis exhibition on our hard courts, and much, much more...



The second addition will be a Saturday night session, tentatively scheduled to begin at 6:00pm in Family Circle Stadium, featuring mixed doubles action including some of today's biggest celebrity tennis stars. This rock-and-roll infused night will feature non-stop action and entertainment, and serve as the official celebration of the Family Circle Cup's 10th year in Charleston. We're very close to securing these big name players, and even though we aren't able to share their names at press time, we're sure our fans will be thrilled to enjoy a night of superstar tennis under the stars.

Volunteer Vibes...



Over 500 volunteers keep the Family Circle Cup running at top form, and we greatly appreciate their valuable assistance. With 15 areas to choose from including Ball Crew, Court Maintenance, Draw Boards, Food/Beverage Compound, Guest

Services, Media Center, Players Lounge, Scoreboards, Ticket Office, Usher, Volunteer Café, Ears, Transportation, IT, (continued on next page...)

Sony Ericsson WTA Tour Spotlight

New Sony Ericsson WTA Tour CEO

On July 13th, the Sony Ericsson WTA Tour an-



nounced the appointment of Stacey Allaster, the Tour's President since 2006, as the new Chairman and CEO of the world's leading global sport for women. Allaster, 46, is recognized as one of the most successful female sports executives.

"Women's tennis and the Tour have never been stronger as a business, and Stacey has been at the center of this business success over the past years," said Venus Williams. "Stacey has helped to lead the development of a stronger Tour product through the passage of a healthier and streamlined circuit structure. I believe that Stacey will be a great leader for the Tour, understands how players can help drive our business, and has all the tools to take our sport to even greater heights."



Venus Williams returns a shot to Sabine Lisicki in the third round of the 2009 Family Circle Cup.



FAMILY CIRCLE CUP FAN NEWSLETTER

Vol. 1, Issue 1 08/27/09



Volunteer Vibes continued...

and Marketing (pre-tournament), we offer positions for the knowledgeable tennis fan and those who simply like to enjoy a week of socializing.

"This will be my 10th year as a volunteer. I moved here from NJ and have attended the US OPEN in NY almost every year since 1975 (including this year), so you can see that I am truly an avid tennis fan," commented **Carol O'Connor**, who has volunteered every year in the Player Services department since the tournament arrived in Charleston in 2001. "After volunteering the first year, I thought I died and went to tennis heaven."

Tournament Manager's Travels...



Family Circle Cup Tournament Manager Eleanor Adams stays in constant communication with WTA Tour players throughout the year, and the following are some updates she would like to share with our fans!

Sabine Lisicki - 2009 Family Circle Cup Champion



It's been a busy time on the Sony Ericsson WTA Tour for the young "ones to watch" from the 2009 Family Circle Cup! Sabine Lisicki has literally been all over the map. Since leaving Charleston in April, Sabine has played events in Germany, Portugal, France, Great Britain, San Francisco, and Los Angeles... While at Wimbledon, Sabine lost in the quarterfinals, but was thinking of her friends in Charleston. While in Great Britain, she autographed the racket she used during her finals match here and shipped it off to us. Sabine followed up with a nice e-mail to let us know her racket was on its way! Sabine's racket will soon be framed and hung in our Clubhouse along with the other racquets from our Champions. Stop by and take a look!

Caroline Wozniacki - 2009 Family Circle Cup Finalist



This superstar was our finalist in her first appearance at the Family Circle Cup, and has continued to have a great season. Still a teenager, Caroline turned 19 on July 11th. I had a chance to sit with Caroline, her father and mother during a match at the Madrid Open in May. Caroline was scouting her opponent for her semifinal match (Amélie Mauresmo), who she went on to defeat. While watching the match, Caroline said she loved coming to Charleston and hopes to return next year and bring her mother as well as her father. (watch for her new clothing by Stella McCartney debuting at the US Open).

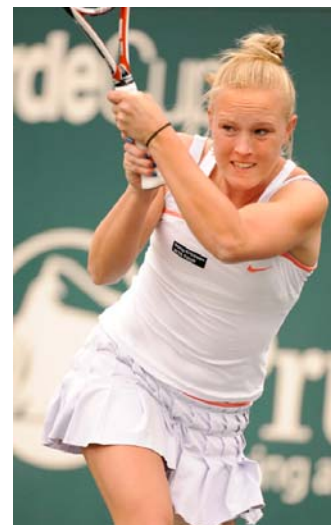
Tournament Manager's Spotlight



Mallory Cecil, a nineteen-year-old up-and-coming star from Spartanburg, SC, returned to the Duke University campus after receiving a main draw wildcard into the 2009 Family Circle Cup.

Mallory lead the Duke team to win the NCAA final, and Mallory won the women's event in singles. Also during her first freshman semester at Duke, she was named ITA Player of the Year, won the Honda Award, was named to Women's Tennis All-ACC Academic Team, and earned ITA All-America honors.

This summer, Mallory is playing pro tournaments, received a wild card into the Stanford event as well as next week's US Open.



Mallory made her Charleston debut in Family Circle Stadium.



FAMILY CIRCLE CUP FAN NEWSLETTER

Vol. 1, Issue 1 08/27/09



Tournament Manager's Travels continued...

Alison Riske progressing well...

Our 2009 SMASH Jr. Cup champion and FCC qualifying wild card recipient has been playing ITF tournaments this summer and will soon be playing tennis for Vanderbilt University. She most recently received a Wild Card into LA's Women's Tennis Championships and US Open qualies...



Melanie Oudin Taking the Tennis World by Storm!

This exciting eighteen-year-old from Marietta, GA has not only been a "key" member of the US Fed Cup team, but she has jumped from #173 to # 78 in rankings. With wins over Sybille Bammer and Jelena Jankovic and reaching the quarterfinals at Wimbledon, she's certainly "one to watch"! Also, she has said that the US Open and Charleston are her two favorite tournaments!



Gail Brodsky having a strong summer...

Our very own resident WTA Tour pro from Brooklyn, NY, training out of the Family Circle Tennis Center, has received a Wild Card into the US Open. We are so excited for her! Gail has been working with Lenny Schloss who says she is "playing great, really, really great!" Gail was a semifinalist in both singles and doubles at the National Hardcourt Championship in Berkeley, CA.



Baby news...

Nathalie Dechy (right) has recently retired. She and her husband are expecting a baby this winter. We wish her the very best and will miss her here in Charleston. Congratulations to former WTA player Brenda Schultz McCarthy upon the birth of her son in June, and welcome back to the Tour Kim Clijsters, who has returned to the Tour after the birth of her daughter Jada.



Up to the minute news...

Bob Moran, General Manager of the FCC (right) and I are heading up to New York during the US Open to attend meetings with players, agents and other Sony Ericsson WTA Tour Worldwide Tournament Directors. We hope to have some news to share in our next newsletter in mid-December.



Family Circle Cup Charity Spotlight



For the fourth consecutive year, the Center for Women was selected as the tournament's official charity of choice. During the 2009 tournament, the Center for Women had a strong presence on-site and held specific promotions and events to help raise funds for the important services they provide for women in the Charleston tri-county area. They have raised over \$30,000 since they have first partnered with us in 2006, and received valuable exposure as our charity partner.

More information about this important Charleston-based organization can be found on their official web site C4Women.org.



Jennet Alterman, C4W Executive Director, posed with Marion Bartoli at the charity's annual tournament luncheon.



FAMILY CIRCLE CUP FAN NEWSLETTER

Vol. 1, Issue 1 08/27/09

Ticket Central

2010 Package Renewals

All 2009 package holders have first right of refusal on their seats for 2010, and the first chance to upgrade their seats. *The deadline to renew is October 2, 2009.

Terrace Package: Price: \$475 each

This full week package provides all the excitement of the Cup with seats located in the first 6 rows of the 2nd tier!

Intro Package: Price: \$185 each

You are guaranteed to see all the top stars with this package that includes Monday – Wednesday sessions, and we throw in qualifying rounds on Sat. & Sun. for free.

Finale Package: Price: \$285 each

Experience the action leading up to the finals with great seats in the coveted 2nd level to all sessions Thur. - Sun.

Champions Package: Price: \$225 each

Witness the exciting finish to the championship rounds with tickets to all sessions Friday – Sunday.

A Touch of Class..., in a Glass!

We're proud to partner with Sterling Vineyards to serve distinctive, hand-crafted wines from Sterling's Vintner's Collection. Varietals enjoyed during the Cup include:

- Chardonnay brimming with tropical fruit, guava and peach character, with hints of caramel and oak spice. Crisp acidity makes a terrific complement to seafood. Pair with wild mushroom gratin, creamy pasta laced with smoked salmon, roast pork with herbs or chicken salad.
- Riesling's fragrant jasmine and flinty mineral perch atop a sweet peach core. On the palate, captivating flavors align in perfect balance of ripe summer fruit held aloft by a vibrant mineral quality and a bite of green apple. The interplay of acid & fruit pair with both savory and sweet food such as roasted duck in cherry sauce, pork sautéed with apples, and a variety of lightly spicy Asian dishes.
- Pinot Grigio, refreshing and fruity, popular for its pure expression of peach, melon and kiwi character. Serve chilled as a delightful complement to appetizers, salads, grilled fish and chicken or any lighter fare.
- Cabernet Sauvignon shows varietals expression with depth of cherry, dark fruit and vanilla toast. Pair w/rich foods like roast lamb, steak au poivre, potatoes au gratin.
- Meritage is a Bordeaux style blend of Cabernet Sauvignon, Merlot, Malbec and Petit Verdot. Big flavors of blackberry jam, black cherry and chocolate accented with a spicy finish. Serve with grilled meats, mahi mahi, heavy pasta dishes and grilled vegetables.

The Low-Down on Ticket Packages

Discover the advantages of a Ticket Package:

- Save money versus buying single session tickets
- Guaranteed premium 2nd level seating for the championship weekend
- With four different package options, you can choose the one that fits your schedule best!
- First right of refusal for the following year...
- Ticket Packages on-sale to the public on Oct. 28th!



Wine Spotlight

STERLING
VINEYARDS.

Enjoy a taste of the Cup all year long!

In addition to the Family Circle Cup, Sterling Vineyard wines can be enjoyed at the various concerts and special events held at the Family Circle Tennis Center. For enjoyment at home they can be purchased at local wine shops and grocery stores.

