



May 12 - 14, 2005 • Lakewood Golf Club
Grand Hotel Marriott
Point Clear, Alabama

RAYCOM *Sports*

Raycom Sports has been an innovative leader in creating, marketing and distributing sports programming throughout the country since it was founded in 1979.

Today, Raycom Sports continues to set the standard in sports marketing under the corporate umbrella of parent company **Raycom Media, Inc.** The multi-billion dol-

lar Raycom Media, based in Montgomery and funded by the **Retirement Systems of Alabama**, owns and operates 35 Television Stations covering more than 10% of the country, including Puerto Rico.

Sports Programming

In a joint venture with Jefferson-Pilot Sports, Raycom Sports has owned the rights to Atlantic Coast Conference men's basketball games since 1982, and recently added ACC syndicated football rights to the partnership. Together, the two companies produce, distribute and market ACC games throughout the country on network, cable and regional cable television as well as throughout the Atlantic Coast region on a syndicated television network.

Events

Raycom Sports owns and operates events throughout the country in a variety of sports. The Meineke Car Care Bowl is a NCAA football bowl game played at Bank of America Stadium in Charlotte. The game was named one of the top-five sports start-ups in the past five years by the Sports Business Journal, behind only ESPN the Magazine and the NFL Houston Texans.

In addition, the company owns and operates two LPGA tournaments -- the Mitchell Company Tournament of Champions, which is played on the Robert Trent Jones Golf Trail in Alabama, and the Longs Drugs Challenge, played at The Ridge Golf Course of Auburn, outside of Sacramento.

Production Services

Raycom Sports has earned a reputation of being one of the nation's finest independent sports producers, including more than 10,000 live sporting events.

Distribution

Due to Raycom Sports' vast network of television station contacts, the company is often contracted to distribute programming for outside entities. In addition, the company distributed "Journey of the African American Athlete" to 83% of the country and marked the 25th anniversary of Elvis' death by broadcasting "Elvis: His Life and Times" to 95% of the country.

Marketing and Sales

A joint venture with Raycom Sports, Jefferson-Pilot Sports and the Atlantic Coast Conference led to the creation of ACC Properties, a unique marketing and promotions arm that handles marketing of the ACC's 24 championship events including its nationally-respected football and basketball programs.

Raycom Sports also has marketed made-for-television events for a variety of outside entities. It has also achieved a high level of success marketing title sponsorships, such as Tostitos to the Tostitos Fiesta Bowl and McDonald's to the McDonald's Cornelius Bennett Celebrity Golf Classic.

Innovation

Through an innovative and aggressive, wide-ranging multimedia approach, Raycom Sports' provides advertisers with unparalleled marketing power. The company's impressive inventory of sports and entertainment offerings, along with its high-profile special events and established track record of delivering quality programming, have become an industry standard.

Mobile Office: 200 Government Street, Suite 103, Mobile, AL 36602
(251) 432-9340 phone, (251) 432-9341 fax

Be a Part of the Only LPGA Tour Stop in the State!



November 8-14, 2005

Robert Trent Jones Golf Trail - Magnolia Grove



Players Qualified Though 4/25/05

Shi Hyun Ahn
Amy Alcott
Helen Alfredsson
JoAnne Carner
Heather Daly-Donofrio
Beth Daniel
Dorothy Delasin
Laura Diaz
Wendy Doolan
Moirra Dunn
Sophie Gustafson
Hee-Won Han
Juli Inkster

Rosie Jones
Cristie Kerr
Christina Kim
Mi Hyun Kim
Betsy King
Carin Koch
Candie Kung
Hilary Lunke
Meg Mallon
Catriona Matthew
Patricia Meunier-Lebouc
Janice Moodie
Liselotte Neumann

Lorena Ochoa
Se Ri Pak
Gloria Park
Grace Park
Jennifer Rosales
Kim Saiki
Annika Sorenstam
Angela Stanford
Sherri Steinhauer
Karen Stupples
Rachel Teske
Wendy Ward
Karrie Webb

Volunteers Are Still Needed!

For more information, call (251) 432-9340 or visit
www.mitchellcompanylpgachampions.com.

A **RAYCOM** Sports Event