

1 9 9 8 LONGS DRUGS CHALLENGE

AT TWELVE BRIDGES GOLF CLUB



1997 TOURNAMENT CHAMPION
ANNIKA SORENSTAM



MARCH 30

Through

APRIL 5



TWELVE BRIDGES
GOLF CLUB

SACRAMENTO
CALIFORNIA



WELCOME

1 9 9 8 LONGS DRUGS CHALLENGE

AT TWELVE BRIDGES GOLF CLUB

The most gratifying aspect of any major sports activity is experiencing the enthusiasm and excitement generated by the fans who attend them. The Longs Drugs Challenge is no different, with large galleries anticipated each year from the Lincoln and Sacramento areas. You, the spectators, make this a memorable occasion for all involved. Thank you.

This year the tournament has been more rewarding than we had anticipated, as Raycom Sports set out to make this year's Longs Drugs Challenge the best ever. We simply couldn't do it without the tireless efforts of our volunteers and chairpersons. For that, we are forever grateful.

The Twelve Bridges Golf Club and its beautiful, eye-catching course set beneath a serene mountain landscape is a wonderful backdrop for the Longs Drugs Challenge. And more importantly, the outstanding employees of Twelve Bridges and their attention to detail assure us of a successful event.

A special thank you to our title sponsor, Longs Drug Stores, and their thousands of employees. Their generous support, along with the vendors and our local corporate partners, makes this truly a win-win situation for all involved. Their support allows us to put on this great event and to give back to our community and to local charities.

Raycom Sports produces many sporting events throughout the year. These events may be set in different cities, different time zones, at different times of the year, but they all invoke a passion in fans who watch them. Something it seems only sports can do. Which is why it is all worth it.

Welcome to this year's tournament. Have fun. Enjoy the competition from some of the world's best female golfers. And please let one of our staff members or volunteers know if there is anything we can do to make your experience at the Longs Drugs Challenge better.

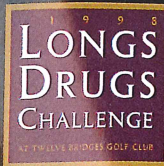
Brian Flajole
Tournament Director, Longs Drugs Challenge
Vice President for Golf Operations, Raycom Sports



Raycom Sports Sacramento Staff Left to Right: Brian Flajole, Cheryl Berger, Steve Nieman, Jerry Nash



RAYCOM SPORTS GOLF



LIFETIME LPGA TOURNAMENT OF CHAMPIONS PRESENTED BY SOUTHERN LIVING Robert Trent Jones Golf Trail, Auburn/Opelika, Alabama October 8-11, 1998

Raycom Sports, the sports management company of the Longs Drugs Challenge, has brought together Lifetime Television, *Southern Living* and the Robert Trent Jones Golf Trail to present another LPGA event, the Tournament of Champions, October 8-11, 1998, in Auburn/Opelika, Alabama. The event, in its first year in Alabama and its fifth year overall, will be the first LPGA event ever televised by Lifetime Television, which reaches nearly 70 million homes. The tournament will also benefit breast cancer awareness and research.

"By bringing the LPGA together with Lifetime Television and *Southern Living*, we are exposing a whole new audience to women's professional golf," said Raycom Sports Vice President of Golf Operations Brian Flajole. "This exposure only adds to the growth opportunity of an already popular women's sport. Just look at last year's incredible four-day attendance of 57,500 at the Longs Drugs Challenge. People love the LPGA!"

The field for the Tournament of Champions, with a total purse of \$750,000, is limited to winners from 1996, 1997 and 1998 Tour events, as well as active LPGA Hall of Fame members. Previous winners of the tournament include 1995 and 1997 LPGA Player of the Year Annika Sorenstam, Dottie Pepper, Liselotte Neumann and Dawn Coe-Jones.

"The Tournament of Champions is one of the premier events on the LPGA schedule," said Jim Ritts, commissioner of the LPGA, "and we believe Lifetime, *Southern Living* and Raycom Sports are the perfect partners to showcase the tournament. I think Lifetime's viewers and *Southern Living's* readers will be intrigued and captivated by the compelling stories and drama that come from a tournament which includes the best-known names in women's golf and women's sports."

Lifetime's five hours of coverage includes live telecasts on Saturday, October 10, from 2:00 to 4:00 p.m. EST, and Sunday, October 11, from 4:00 to 6:00 p.m. EST. The network will also air late-night highlights on Thursday and Friday, October 8 and 9, from 11:30 to 12:00 midnight EST. The tournament complements Lifetime's annual breast cancer awareness efforts and will include a fund-raising component for breast cancer research.

The tournament will be played a Grand National in Auburn/Opelika, Alabama, part of the world-renowned Robert Trent Jones Golf Trail. The Trail consists of 324 holes at seven public courses throughout the state of Alabama. Grand National was host to the 1997 Nike Tour Championship and will host the 2000 NCAA Men's Division I National Championship.

