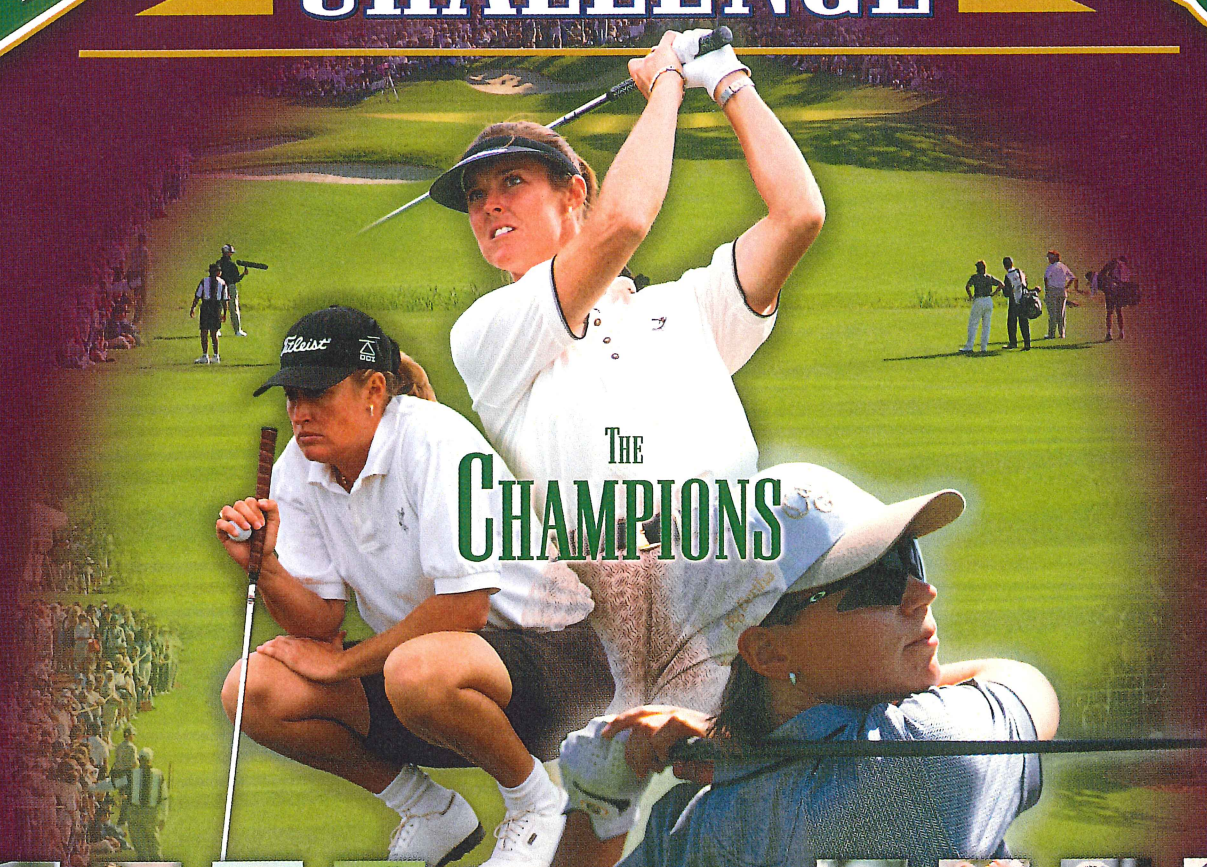


LONGS DRUGS CHALLENGE



THE
CHAMPIONS



THE
CHALLENGERS



OFFICIAL SOUVENIR PROGRAM

MARCH 29

THRU

APRIL 4, 1999



TWELVE BRIDGES GOLF CLUB

LINCOLN, CALIFORNIA



LONGS DRUGS CHALLENGE



Raycom Sports Tournament Staff Left to Right:

Jennifer Peterson, Gerry Nash, Steve Nieman, Lena Rosen, Brian Flajole, Rick Tripp, Paul Osborne

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. On behalf of Raycom Sports, we thank you.

This our second year, the tournament has been more rewarding than we had anticipated, as Raycom Sports sets 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.

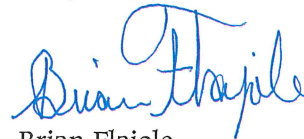
The Twelve Bridges Golf Club and its beautiful, eye-catching course is set beneath a serene mountain landscape that serves as a wonderful backdrop for the Longs Drugs Challenge. And more importantly, the outstanding employees of Twelve Bridges and their attention to detail assure us of a successful event.

A special thank you to our title sponsor, Longs Drug Stores, and their thousands of employees. Their generous support, along with their 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

WELCOME

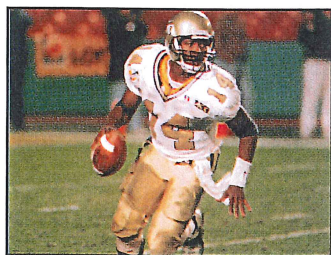
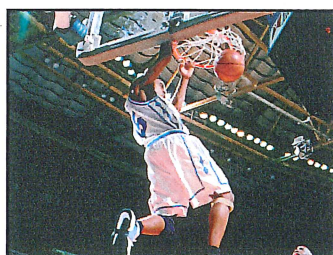
Raycom Sports Events

The Charlotte, NC-based sports marketer is best known for its long partnership in televising ACC basketball and its involvement with scheduling and programming all college basketball on ABC. Raycom also offers a one-of-a-kind syndicated program, "More Than A Game," which brings positive, human-interest stories in sports to a national audience. While the company has two decades of innovative leadership in marketing, producing and distributing sports programming, it also has established an impressive roster of national sports properties listed below.



- Includes Regional Finalists from NCAA Tourney
- Four basketball games in two days
- December 7-8, 1999
- Played in Chicago's United Center
- Co-owned and televised by ESPN

Hosted by University of North Carolina •
 UNLV, Princeton, College of Charleston •
 December 4-5, 1998, Charlotte Coliseum •
 Tournament Format •
 Televised by Raycom Sports Network •



- ACC #4 vs. Big Ten #6
- Tenth year in existence
- December 1999
- Played in South Florida's Pro Player Stadium
- Televised by TBS Superstation

Donna Andrews defending champion •
 Some of largest galleries on LPGA Tour •
 April 1-4, 1999 •
 Played at Sacramento's Twelve Bridges GC •
 Past winners include Sorenstam, Robbins •



- Kelly Robbins defends LPGA premier event
- Only Tour winners & Hall of Fame members participate
- October 14-17, 1999
- Played on Alabama's Robert Trent Jones Golf Trail
- Televised by Lifetime