



A NEW CHALLENGE

The Ridge Golf Club

Auburn, California
September 20-26, 2004



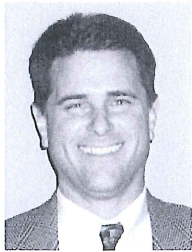
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Welcome From Raycom Sports



Welcome to the 2004 Longs Drugs Challenge! The tournament, now with a million dollar purse, is bigger and better than ever as it enters its ninth year. On behalf of Raycom Sports, Longs Drugs, the city of Auburn and The Ridge Golf Course, we welcome you to this year's LPGA event.

A successful tournament is a culmination of a lot of hard work from a lot of people. It all starts with the support of our Title Sponsor, Longs Drugs. Their long-term commitment has enabled this tournament to grow and prosper each year. A special thanks not only to Longs Drugs, but also to the many Longs Drugs vendors who have been so very supportive of Longs and this tournament. Longs Drugs endless support of community activities like this make for a better quality of life for all who live here.

A real "backbone" of the Longs Drugs Challenge is the hundreds of volunteers who dedicate their time and effort in making this tournament happen. We have a record number of volunteers this year, and we thank each of you for your assistance in getting the job done!

We are extremely excited to be playing this year's event at The Ridge Golf Course in Auburn. This spectacular course is sure to become a favorite for players and fans alike. We very much appreciate all that the staff has done to make The Ridge our new home.

We also have nearly 100 companies involved in sponsoring this year's event. To each of you we say thank you and encourage all of our many fans to support their business endeavors as they have supported us in making this event happen.

Putting on a successful tournament is a year-round effort. I believe we have the best staff in the business. Eight-year tournament veteran Gerry Nash, Ed Adams, Michael Lee and Susan Kurtz lead the on-site staff. This Sacramento-based staff is combined with the support of Raycom Media and the Raycom Sports staff to make the event flawless for everyone involved.

We hope that each of you will take a moment to appreciate the beauty of fall along with the sounds of golf. It's events like the Longs Drugs Challenge, with the great support of fans, sponsors and volunteers that make all of us at Raycom Sports so proud to be able to bring this event to our great community.

Enjoy what is sure to be a great tournament!

Brian Flajole

Brian Flajole
Tournament Director
VP, Golf & Business Operations
Raycom Sports





This Is Raycom Sports

From its beginning in 1979, Raycom Sports has been a leader in marketing, producing and distributing sports programming. The company has since broadened its interests to include the creation, management and distribution of special events.

Raycom Sports has earned a reputation for being one of the nation's finest independent sports producers. At its busiest, the company televised more than 500 events a year in college basketball, college football, coaches shows and preseason specials. Altogether, Raycom offers over 25 years of production and distribution experience, including more than 10,000 live sporting events.

In a joint venture with Jefferson-Pilot Sports, Raycom Sports has owned the rights to Atlantic Coast Conference men's basketball games since 1981. Together, the two companies produce, distribute and market ACC games throughout the country. It was announced in April 2004 that Raycom/JP Sports had secured the ACC syndicated football rights, locking up the football and basketball rights until the 2011 season.

Raycom Sports has been prominent in sports programming in Charlotte during its entire history. From 1988 through 2001, Raycom operated a college basketball tournament at the Charlotte Coliseum. Known as the Diet Pepsi Tournament of Champions, Harris Teeter Pepsi Challenge, Food Lion MVP Classic and the Tournament of Champions Presented by Hardee's, the event featured some of the top teams in the country each year, with legendary players and coaches.

In addition, Raycom brought Division-1A college football to Charlotte in the form of the Carolinas Clash in 1996, featuring NC State and East Carolina, and a two-year series between North Carolina and NC State in 1998 and 1999. They were all played at Bank of America Stadium.

And in 2002, the inaugural Continental Tire Bowl was played in Charlotte, featuring ACC and Big East selections. A sellout crowd of 73,535 witnessed the game, the second-largest attendance for a first year bowl in NCAA history.

Due to Raycom Sports' vast network of television station contacts, the company is often tabbed to distribute programming for outside entities. Programs distributed include the Arizona Cardinals and Washington Redskins preseason packages, BB&T Children's Charities Classic, John Wooden Classic, CIAA Basketball, HBO's Journey of the African-American Athlete and the Citrus Bowl Parade.

Raycom Sports owns and operates sporting events throughout the country including The Continental Tire Bowl in Charlotte, two LPGA tournaments and the Cornelius Bennett Celebrity Golf Classic.

A joint venture with Raycom Sports, Jefferson-Pilot Sports and the Atlantic Coast Conference led to the creation of ACC Properties, which assists in marketing and promoting the ACC's corporate mark.

The company has also marketed made-for-television events for a variety of entities, including the Toyota Gator Bowl and the Cotton Bowl for Liberty Sports, Phoenix Communications' NBC News Satellite and Golf 2000 with Peter Jacobsen.

Raycom Sports has also achieved a high level of success marketing title sponsorships, including the matching of Tostitos to the Fiesta Bowl, AFLAC and Electrolux to LPGA tournaments, Continental Tire North America, Mazda, Micron Electronics, Carquest Auto Parts and Blockbuster Video to bowl games, DIRECTV to the Great Eight, and Pepsi and Food Lion to a college basketball tournament.

Raycom Sports is a division of Montgomery, Alabama-based Raycom Media, Inc., a multi-billion dollar company that owns and operates 36 television stations, covering over ten percent of the country, including Puerto Rico.

Raycom Sports is headquartered in Charlotte, N.C., with outer offices in Mobile and Sacramento.



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