



Longs Drugs

CHALLENGE

OCTOBER 4-7, 2007

BLACKHAWK COUNTRY CLUB



Welcome

from the Tournament Director



Welcome back to the 2007 Longs Drugs Challenge! We are extremely excited and proud to once again be hosting this event in the Bay Area. The tournament, with a 1.1 million dollar purse, is bigger and better than ever. On behalf of Raycom Sports, Longs Drugs, the Town of Danville, the City of San Ramon and Blackhawk Country Club, 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.

The real "backbone" of the Longs Drugs Challenge is the 800+ volunteers who dedicate their time and effort in making this tournament happen. We have a tremendous number of new volunteers over the past two years, and we thank each of you for your assistance in getting the job done!

We are extremely excited to again be playing this event at Blackhawk Country Club on the Lakeside Course. The homeowners of Blackhawk have opened their arms to the LPGA. This spectacular course will challenge the field while impressing the players and fans with its beauty. This second year at Blackhawk should once again highlight across the country this first class community and country club. We very much appreciate the hard work of friend and partner, General Manager Larry Marx and his entire staff. They have worked extremely hard to make Blackhawk an ideal location to host a tournament.

We also have nearly 120 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. Steve Nieman, Julie Finn, Chrissy Argenti and Dana Melani lead the on-site staff and, combined with the support of Raycom Media and Raycom Sports personnel, make the event flawless for everyone involved.

We hope that each of you will take a moment to appreciate all the beauty of Blackhawk set against the backdrop of Mt. Diablo, along with the sounds of golf. It's events like the Longs Drugs Challenge, with the great support of fans, sponsors and volunteers that makes all of us at Raycom Sports so proud to be able to bring Northern California's only LPGA tournament to our great community.

Once again, please enjoy this year's great tournament!

A handwritten signature in black ink that reads "Brian Flajole". The signature is written in a cursive, flowing style.

Brian Flajole
Tournament Director



THIS IS **RAYCOM** *Sports*

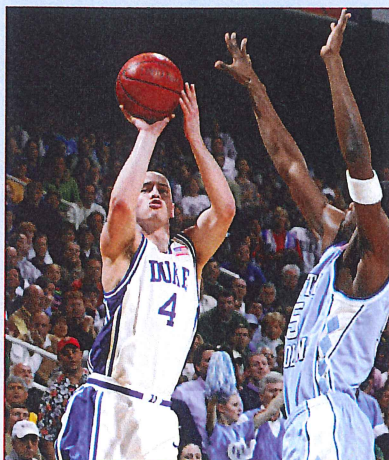
From its beginning in 1979, Raycom Sports has been a leader in marketing, producing and distributing sports programming. The company has since broadened its interests to include the creation, management and distribution of special events.

Raycom Sports has earned a reputation of 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 Lincoln-Financial 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. In 2004, Raycom and LF Sports partnered together on the ACC syndicated football rights, securing 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 and 2004, featuring NC State and East Carolina, a two-year series between North Carolina and NC State in 1998 and



1999, and Temple against Clemson in 2006. All of the games were played at Bank of America Stadium. Raycom has also announced future games, featuring East Carolina against Virginia Tech and South Carolina, to take place in Charlotte.

And in 2002, the inaugural Meineke Car Care 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. The game has averaged over 62,000 fans in its first five years, with two sellouts.

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 Meineke Car Care Bowl in Charlotte and two LPGA tournaments.

A joint venture with Raycom Sports, Lincoln-Financial 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, P H o e n i x 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, the Mitchell Company and Aerus Electrolux to

LPGA tournaments, Continental Tire North America, Meineke Car Care Centers, Mazda, Micron Electronics, Carquest Auto Parts and Blockbuster Video to bowl games, and DIRECTV, Pepsi and Food Lion to college basketball tournaments.

Raycom Sports is a division of Montgomery, Alabama-based Raycom Media, Inc., a multi-billion dollar company that owns or operates 42 television stations in 18 states, covering over ten percent of the country.

Raycom Sports is headquartered in Charlotte, NC, with outer offices in Mobile, San Francisco and Sacramento.

