

Raycom Sports Signs Deal With LPGA To Own And Operate A Third Tournament; Electrolux Becomes Title Sponsor and The Vinny Becomes Part of Tournament Week.

FRANKLIN, Tenn.--(BW SportsWire)--Nov. 24, 1999--

Charlotte, NC-based Raycom Sports has signed an agreement with the Ladies Professional Golf Association (LPGA) to own and operate the LPGA tournament in Nashville, TN, at the same time signing a three-year title sponsorship agreement with Electrolux USA. The tournament, The Electrolux USA Championship, will take place on May 8-14, 2000, hosted by entertainers Vince Gill and Amy Grant at the Legends Club of Tennessee outside Nashville, and broadcast on the CBS Television Network.

The Electrolux USA Championship becomes the third LPGA event owned and operated by Raycom Sports. The AFLAC Champions presented by Southern Living, played on the Robert Trent Jones Golf Trail in Alabama each October, and the Longs Drugs Challenge, played at the Twelve Bridges Golf Club each April in Sacramento, CA, are the other two-Raycom-operated LPGA stops.

"We are excited about the continued growth between the LPGA and our company," said Raycom Sports Executive Vice President & Chief Operating Officer Ken Haines. "A successful company such as Electrolux is an ideal match to join us as the title sponsor. We look forward to the continued success of the LPGA in Nashville."

The purse for the tournament will be \$800,000 in each of the first two years and \$900,000 in the third year of the agreement, LPGA Commissioner Ty M. Votaw announced today. "The LPGA has fallen in love with Nashville and the people who live here," said Votaw. "There will be a lot of happy players when they learn that Raycom Sports and Electrolux USA have kept Nashville on the tour calendar."

The May tour date became available for sponsorship when the Sara Lee Corporation re-directed its marketing efforts after being the title sponsor of the LPGA's Sara Lee Classic here for the past dozen years. Clyde Russell, former tournament director for the Sara Lee Classic, is the tournament director for the Electrolux event.

Electrolux USA, the largest floor care company in North America, is celebrating its 75th anniversary in 1999 and was named the "official floor care company of the LPGA" in October. Its sponsorship of the Nashville tour stop is in addition to product sampling at 16 LPGA tournaments over the next three years.

"We are delighted to play a role in keeping an LPGA tour event in Nashville and Middle Tennessee. The region has demonstrated its appreciation of quality women's golf for more than a decade and is rapidly becoming one of the top professional sports markets in the country," said Mike Gundy, Vice President of Marketing for Electrolux USA.

The four-day Electrolux USA Championship will cap a week that tees off with The Vinny, Gill's annual pro-celebrity fundraiser for Tennessee Junior Golf and youth programs. The tournament week will begin on Monday, May 8, with the first day of The Vinny being held at the Golf Club of Tennessee in Kingston Springs featuring PGA and LPGA players. Day Two at The Vinny will be on Tuesday, May 9, at the Legends Club with Gill and his celebrity friends. Gill created the two-day tournament eight years ago as a fundraiser for Tennessee Junior Golf and other youth programs. To date, Gill and his professional and celebrity friends have raised nearly \$2 million to aid such projects as The First Tee's The VinnyLinks at Shelby Park golf course. The golf week continues with the world's best female golfers taking center stage on Thursday, May 11, for the 72-hole LPGA tournament at the Legends Club's Ironhorse Course.

Dallas-based Electrolux USA (L.L.C.), the American icon of vacuum cleaners and home cleaning care products. The company is the leading direct marketer of vacuums in the United States and Canada, offering a complete line of floor-care equipment. Electrolux continues to lead the industry with the highest quality equipment, world-class research and design technology, precision engineering and customer care program. In addition, Electrolux offers an unprecedented 25-year warranty on its top-of-the-line vacuum cleaner, the Guardian.

Currently celebrating its 20th anniversary, Raycom Sports owns and operates events around the country including the Micronpc.com Bowl in Fort Lauderdale, the Great Eight Basketball Festival in Chicago, the Food Lion MVP Classic in Charlotte and three LPGA tournaments, the AFLAC Champions in Alabama, the Longs Drugs Challenge in Sacramento and the Electrolux USA Championship in Nashville. In addition, the company is a rightsholder of ACC men's basketball telecasts and syndicates the shows "More Than A Game," "The Sports Edge" and Major League Baseball's "Record Breakers" and "Generation of Heroes."

Raycom Sports' parent company, Raycom Media, is located in Montgomery, Ala., and owns 24 television stations.