



## Highlight Event and Entertainment AG geht strategische Partnerschaft mit der Women's Tennis Association (WTA) ein

Luzern, 27. Mai 2014 - Die Highlight Event and Entertainment AG (SIX Swiss Exchange: HLEE) und die Women's Tennis Association (WTA) haben heute eine strategische Partnerschaft für die WTA Finals bekanntgegeben.

Im Rahmen einer internationalen Ausschreibung, hat die Highlight Event and Entertainment AG von der Women's Tennis Association (WTA) den Zuschlag erhalten, das „Brand Identity System and Global Campaign“ für die WTA Finals zu kreieren. Mit dem Claim „On Top of the World“ konnte die Highlight Event and Entertainment AG die WTA überzeugen.

An den WTA Finals messen sich die acht besten Tennisspielerinnen der Saison jeweils zum Saisonabschlussturnier im Oktober. Der prestigeträchtigste WTA Event des Jahres wurde von der WTA neu für den Zeitraum von 2014 – 2018 nach Singapur vergeben. Für die „Brand Identity“, „Event Visual Identity“, „Global Campaign“ und „Brand Activation“ der WTA Finals zeichnet die Highlight Event and Entertainment AG verantwortlich.

Die WTA ist die weltweite Nummer 1 im Damen Profisport. Sie repräsentiert mehr als 2'500 Spielerinnen aus 92 Nationen. Bei den insgesamt 54 Turnieren in 33 Ländern, die im Kalender stehen, wird ein Rekordpreisgeld von insgesamt über 118 Millionen Dollar ausgeschüttet.

Für weitere Details wird auf die nachfolgende Pressemitteilung der WTA verwiesen.

### **Weitere Informationen:**

Highlight Event and Entertainment AG  
Martin Wagner, Delegierter des Verwaltungsrates  
+41 (0)78 665 17 70  
+41 (0)26 492 75 55  
[martin.wagner@hlee.ch](mailto:martin.wagner@hlee.ch)  
[www.hlee.ch](http://www.hlee.ch)

Highlight Event and Entertainment AG mit Sitz in Luzern ist seit 1987 an der Schweizer Börse SIX kotiert.

## News Release

Tuesday, May 27, 2014

### WTA RE-LAUNCHES YEAR-END CHAMPIONSHIPS AS WTA FINALS

- *Season-ending event renamed WTA Finals*
- *New global brand identity "On Top of the World" marks beginning of new historic chapter in women's tennis*
- *Highlight Event & Entertainment creates new global identity for WTA Finals*

SINGAPORE — The Women's Tennis Association (WTA) today announced a rebranding of the WTA's year-end championships, which will now be referred to as the WTA Finals. To accompany the new name and extensive changes to the event, an all-encompassing brand identity, "On Top of the World," has been developed for the WTA Finals in 2014 and beyond.

The change is one of many branding initiatives being planned for the WTA Finals. Coupled with the "On Top of the World" brand identity, the renaming will clearly differentiate the WTA Finals from any other women's professional event featuring the best-of-the best in singles and doubles where every match captures the emotion and competition of a tournament final.



The WTA Finals represents the culmination of season-long accomplishments in a unique tournament format featuring the WTA's Top 8 singles players in a round-robin format and Top 8 doubles teams in the world in a single-elimination draw. Unlike any other tournament on the WTA calendar, from the opening match every WTA Finals match feels like a final with the best players in the world competing head-to-head. The competition draws out the emotion associated with being "On Top of the World" and illustrates the players' emotion at the pinnacle of the sport, excites global sponsors and broadcasters and encourages local partners and media to promote the Road to Singapore all year.



To develop the new brand identity for the WTA Finals, the WTA strategically partnered with Highlight Event & Entertainment, a global event and entertainment company based in Switzerland.

"We have the best athletes in the world, who are truly global citizens, and who are major figures in the entertainment world, they transcend sport," said WTA Chairman & CEO Stacey Allaster. "The WTA Finals is the ultimate year-end event giving fans a unique sport entertainment experience where every match is like a final. Not only will the winner be crowned with the coveted Billie Jean King Trophy, but she will also be standing 'On Top of the World.'"

The branding will be used throughout the season and will be modified to reflect the journey of the Top 8 singles players and Top 8 doubles teams on the road to the top of the world in Singapore.

Building on momentum from three record-setting years Istanbul, the BNP Paribas WTA Finals Singapore presented by SC Global will be staged in Singapore for the next five years (2014-18) in a new expanded 10-day sports entertainment event of competition, exhibitions and activities for women's tennis fans in Singapore and around the world. This year's WTA Finals will also feature a WTA Rising Stars Exhibition, a WTA Legends Invitational, a WTA Future Stars junior event and Fan Festival.

An extensive world-class branding toolkit will be created by the WTA for all its tournament partners and suppliers, so that the whole partner network can contribute to build a strong WTA Finals brand.

Women's tennis fans will have the opportunity to get closer to their favorite stars and the WTA Finals via a season-long "Road to Singapore" journey. All the latest news will be available from the WTA Finals website [www.WTAFinals.com](http://www.WTAFinals.com), Twitter (@WTA Singapore) and Facebook ([facebook.com/WTAFinalsSG](https://facebook.com/WTAFinalsSG)). Fans will enjoy unparalleled access to their favorite players' season-long journey, including enhanced editorial coverage across all platforms.

#### MEDIA CONTACTS:

Kevin Fischer, WTA, +1.727.502.1259, [kfischer@wtatennis.com](mailto:kfischer@wtatennis.com)  
Simon Wilson, WSG, +65.6826.2688, [s.wilson@wsgworld.com](mailto:s.wilson@wsgworld.com)  
Tinaga A, Olief, WTA APAC +65.8318.7424, [tinaga@olief.com.sg](mailto:tinaga@olief.com.sg)

#### About WTA:

The WTA is the global leader in women's professional sport with more than 2,500 players representing 92 nations competing for a record \$118 million in prize money at the WTA's 54 events and four Grand Slams in 33 countries. Close to 5.4 million people attended women's tennis events in 2013 with millions more watching on television and digital channels around the world. The 2014 WTA competitive season concludes with the BNP Paribas WTA Finals Singapore presented by SC Global October 17-26, 2014 and the Garanti Koza Tournament of Champions in Sofia, Bulgaria, October 28-November 2, 2014. Further information on the WTA can be found at [www.wtatennis.com](http://www.wtatennis.com); [facebook.com/WTA](https://facebook.com/WTA) and [twitter.com/WTA](https://twitter.com/WTA).

#### About World Sport Group:

World Sport Group (WSG) is Asia's largest sports marketing, media and event management company. The Group is involved in delivering almost 600 sporting events annually and more than 5,000 hours of sport programming across more than 30 countries in the region. WSG is the exclusive marketing, media and event partner to the region's leading sporting bodies, major events, sporting venues, athletes, sponsors and broadcasters.

WSG's parent company, Lagardère, is a world-class diversified media group (Book and e-Publishing; Travel Retail and Distribution; Press, Audiovisual, Digital and Advertising Sales Brokerage; Sports and Entertainment). Lagardère shares are listed on Euronext Paris.

[www.wsgworld.com](http://www.wsgworld.com)

