

**SAMSUNG WORLD CHAMPIONSHIP**  
**BIGHORN Golf Club**  
**The Canyons Course**  
**Palm Desert, Ca**

**October 12, 2005**

**Pre-tournament quotes**

**AN INTERVIEW WITH CAROLYN BIVENS**

THE MODERATOR: Carolyn, thanks for coming in and speaking with us.

CAROLYN BIVENS: Sure.

THE MODERATOR: We know you have a busy schedule we appreciate your time. It was one month ago today was your first day as LPGA commissioner, would you take us up to speed what you have been doing the last month and then we will take some questions.

CAROLYN BIVENS: Gosh, where have I been? I haven't missed a tournament yet. I've been to Tulsa and Los Angeles, Sacramento. I am missing one.

THE MODERATOR: Tulsa, Q-school.

CAROLYN BIVENS: All of the Q-schools. I've been to New York and I had a few meetings with some of the media to other side. The sales side and production side. And pretty much getting ready for next year, trying to finalize schedules.

We've got a couple of tournaments that we are in final negotiations with and looking between the networks to found homes for them. Getting ready for this industry, obviously the last quarter you get a lot of wrap-up meetings, so we got tournament sponsors this weekend, 20/20 meetings coming up, the induction into the Hall of Fame. So there is just a few things going on this quarter.

THE MODERATOR: Questions? We will bring a microphone to you again. Doug.

Q. How do you see the TV package shaping up for next year?

CAROLYN BIVENS: You won't see a lot of change in our TV package next year. It will probably be '07 before you see much of that. There still are a few television schedules to be determined. One of the major networks and some on cable. Most of what we are working on is going to be for '07 and beyond.

Q. How does that look right now?

CAROLYN BIVENS: That's looking good. There are a lot of balls up in the air. There are several other sports that haven't finalized their packages. But there are also some new distribution

outlets that are looking for sports. You got Comcast, who is entering the game. And there is going to be a lot of ebb and flow, certainly where the PGA lands, and where NASCAR lands is going to dictate some placements.

Q. Can you see more of your events on network, or is that dreaming big?

CAROLYN BIVENS: For '07 and beyond you will see more of our events on network. Absolutely. We want to be in more of a destination golf place right now. I think one of the issues that we deal with is our fans have to look pretty hard to find us. We move around between cable and ESPN 2 and golf and ABC and NBC. We would like to get a little bit more consistency. Also a little bit more tuned-in so people can find us easily.

Q. What are golf destinations? What do you mean by that?

CAROLYN BIVENS: For example, we've all read where the PGA ends up -- if a number of events end up on the Golf Channel, the Golf Channel becomes more of a destination viewing. They got a lot of hours, the Nationwide, and they'll have the PGA. That's a place where golfers, avid or casual fans know where to tune in if they want to watch golf.

Q. Carolyn, what's your view of the age 18 age restriction on the LPGA, and how firm are you on that, and what would a family have to show you to lower that for a person to come out here at 17 or 16?

CAROLYN BIVENS: I'm going to stand where I have for the last couple of months. You all know that the Constitution, the LPGA constitution right now, it's 18. Families and/or players can ask exceptions between ages 15 and 17. We have spent a lot of time. This is not an LPGA issue. This really is a professional sports issue.

We're looking at a lot of information that's out there from a lot of different leagues. You're going to see us host a forum that we will announce some time very soon better the end of the year is out. That will be a cross sports forum to look at the body of evidence that there is -- the issue with the under 18 isn't so much are they prepared at 15 or 16? Are they technically prepared and/or can they handle the grind of the Tour?

What all of us, I think want from all sports is when they come to the professional leagues, we want them there for as long as possible. We want them to be there for 10, 15, 20, 25 years. We don't want them burning white hot for a year or two, and then flaming out. The Women's Tennis Association has done some of the best work. They were confronted with it first early in the '90's. They now have 10 years. For those of you familiar with the Women's Tennis Association, what they do, from age 14 to 18, you could play a certain number of tournaments, and it increases as you get older.

But there also are continuing education credits they have to earn that has to do with dealing with the media, dealing with life on the Tour. All of those things. That means being away from families, friends, and familiar surroundings.

What's happened is that they've cut the early retirement to less than one percent in 10 years. That looks pretty appealing to me. NBA. It was one of the sticking points for the NBA, and actually David Stern, and through collective bargaining, they actually raised the age this year to 19. There are a lot of different opinions. We want to talk to some experts and we want to study this.

Q. When you talk about this education aspect of it in the women's tennis, are you saying it's the tennis authorities themselves that make these girls earn certificates on dealing with the media, or is it some outside agency, that's through them, they have to be qualified?

CAROLYN BIVENS: No, it's actually the Women's Tennis Association. Just as we have our own professional development, Dr. Betsy Clark puts on all kinds of programs. There are all kinds of internet-based programs. She has done some terrific stuff over the courses of the last few years. One of the courses that we have, that a lot of players from all around the world is taking is called Rosetta Stone. You can take about 15 different languages. You can take Korean to English, vice versa, Spanish. There are 15 different languages. And there are some introductory business courses. There are a lot of continuing education courses available with the LPGA and WTA.

Q. Are the LPGA girls utilizing them?

CAROLYN BIVENS: Absolutely they are.

Q. Do you know what percentage utilize them?

CAROLYN BIVENS: I don't know what the percentage is. They also are made available to the TNC professionals.

Q. Michelle, her father, was here saying when she is 18 she will join the Tour full-time, but both she and her father made it pretty clear that playing against men is in her future, whether it's officially through the Q-School or the PGA Tour, or whatever, can you talk about how that would help the LPGA, or is it possible that that actually hurt the LPGA if the biggest star out here potentially is playing against men?

CAROLYN BIVENS: These are the kind of discussions that those of us who live our lives in sports have. Fans see an exciting new talent playing golf and raising the caliber. It's women playing golf. They don't know whether they are the members of the JLPGA or the LET. Michelle is good for golf just as Tiger was good for golf.

There are a lot of people who may not follow golf otherwise but tune in when you got a Michelle, or a Tiger is out there.

I also think the way that her family has coached her is an extremely smart thing to do.

If she joins the LPGA she would have to play 10 events and she could only get two exemptions for events that took place that competed with the LPGA.

And finally what I'll say is because there are other women and pioneers who have come before Michelle, she has the opportunity to do things differently.

And the fact that doors are open to women to pursue different routes is always a good thing.

Q. She is not a member of the LPGA obviously, do you see her being viewed differently now that she is a professional by other players, or maybe within the LPGA?

CAROLYN BIVENS: I have been awfully impressed watching the way that the LPGA players have dealt with and treated Michelle. You talk with these folks, and the older ladies help with the rookies. So there is nothing but support. There have actually been a number of conversations in terms of the endorsements. Not only is there not any jealousy, there is a whole lot of cheering and "go, girl, go." It's a rising tide that lifts all boats. And that's going to be good for all of us.

Q. Do you feel that with all of this talk about Michelle this week, do you feel that the torch from Annika to Michelle is in the process of being passed, what are your feelings about that?

CAROLYN BIVENS: I think what you will see when you go out here this weekend, you are going to see big galleries around a lot of different holes. You're not going to know is that Annika they are watching? Is it Michelle? Natalie Gulbis or Paula Creamer? That's one of the things that is a point of differentiation for us, and I feel like we have this wealth of riches. We have so many individual unique personalities. The caliber of the golf is awesome. We welcome Michelle. And Michelle joins a group of about 10, 12 other superstars.

Q. I'm not clear, Carolyn, on the exemptions. Let's say Michelle is a tour member, has to play the 10 and can only get two?

CAROLYN BIVENS: She could only be excused from two LPGA events and play something that competes with it.

Q. What if her intention was to play four or five PGA TOUR events in one year?

CAROLYN BIVENS: If she is a member of the LPGA, the requirements is that she has to play 10 events and she can only be excused from any -- play in two others someplace else in the world that compete with the LPGA events.

Q. Okay. I think I'm just very thick right now. Sorry.

THE MODERATOR: She gets two conflicting events.

Q. Releases. Let's say she uses those two to go play the John Deere Classic and a fill-in-the-blank classic?

CAROLYN BIVENS: Right.

Q. What if then she wanted to play another PGA TOUR event, are you saying she could not as an LPGA member?

CAROLYN BIVENS: That's correct.

Q. If she chose to, she couldn't be an LPGA Tour member, how does that work?

CAROLYN BIVENS: I'm not sure where we are going with this.

Q. If she is a member, and she plays at least 10, maybe more, but she wants to play more than two PGA Tour events and those conflict with what the LPGA has got on the table that week, what happens there? She can't exceed her membership?

CAROLYN BIVENS: That's true, yes. She can't do that.

Q. Can you explain, please, precisely what you meant by when you said Michelle is good for golf just as Tiger was?

I know what you mean and so does everybody else. I would like you to explain in your words if you would, please.

CAROLYN BIVENS: I think the cultural, the mixed cultural aspects that Michelle brings out there, the wholesome, charismatic. She represents not the norm. She has kind of done it her own way. She represents some of the very best young talent. I even think the way she has chosen to

do it, which is a little bit non-traditional kind of matches the whole iconoplastic personality. She's very good with interacting with fans. She is articulate. All of those things make her good for golf.

Q. Carolyn, would you welcome opportunities for her, and there wasn't the conflicting two tournament deal, would you welcome a petition from her at this point given the fact that she might have to wait two years?

CAROLYN BIVENS: Again, that's kind of hypothesizing. It's not going to happen.

Q. They won't change their minds?

CAROLYN BIVENS: I will not expect they will changes their mind. I think they've chosen a pretty good course frankly for her. I don't know how much has been said with it. She is pretty serious about her education, too. I believe she actually means it. I think she intends to go to Stanford.

Q. Going back to what you said about the increase in viewership, how much do you think the newer players, the younger players add to the increase of popularity of the LPGA?

CAROLYN BIVENS: I don't know how much they add. What I know is that it is additive. You've got Annika, who let's face it still is, and still has several more years of probably the best female athlete that I've seen at least in my lifetime. When you add that to the personalities like a Christina Kim, a Natalie and Paula, and Cristie, the additive of all of that is a lot. Then you bring Michelle on top of that.

Outside some of 30, 40 years ago on the men's TOUR where you had the controversy between Arnold and Jack and then a few others, Tom Watson came along. There has not been this number of high profile stars on any one of the golf tours. This is a very unique time and this is the first time that this has happened in women's golf. That's why there is so much buzz. It is additive with Michelle coming out. You look on the heels of this year. We've got ten first time winners. We've got the first rookie ever selected to the Solheim team. We've got the first rookie to win a million dollars. The fastest.

Q. Fastest?

CAROLYN BIVENS: Fastest. On any given week anybody can beat anybody. And you've got, again, the array of personalities, but you also have most of the leaderboards by Sunday, Saturday and Sunday look like and United Nations roll call.

And all of the research that we have says that one of the things that are casual and our avid fans love is the international aspect of what we have. We not only got the age demographics and a widespread of those, but we also have the age. We have demographics. Very different psychographics. You range from a Pat Hurst, kind of the quiet methodical type, to a Christina Kim.

Q. What is that?

CAROLYN BIVENS: Which a lot of people love. It unnerves some of her partners. There are a lot of fans that like it.

Q. I'm here as much as I would like to be here because of Michelle, much of what is done, written and broadcasted this week is going to be about Michelle, you're in charge, how do you squarer that with some of these other names that you have just been talking about? How do you keep them happy as it were?

CAROLYN BIVENS: You all know that I have a media background and I was at USA Today for 18 years. What I would say is that --

Q. I didn't know what you did at USA Today.

CAROLYN BIVENS: I was there about six months before they were founded, before we launched the paper, and worked on the circulation on the business side and on the editorial operation side, how the newspaper was put together. Michelle is new. That's why you all are writing about her. That is lot of buzz because it is new.

What I would say to you, if Michelle is all you write about this week, you are going to miss some pretty great stories. But that's between you and your readers.

Q. And editors?

CAROLYN BIVENS: And editors.

Q. Again, we are dealing in hypotheticals here, I will try to stay clear of it, if she improves and if there is still interest in her, if she wins, et cetera, et cetera, and she reaches a point, let's say when she is in her mid 20's, and she wants to play more against the men, assuming she even makes the cut out there, wouldn't that put the LPGA in an awkward spot if you have a young woman who is playing her 10 or 12 and has full membership here, but then is in violation of losing that membership because she wants to dream big for you to deny her the membership and more opportunities on the LPGA?

CAROLYN BIVENS: We would never deny Michelle the membership in the mid 20's. But if she chooses to be a member of the Tour there are some guidelines. Sponsors and partners put up money to run events and put purses up and they want top money winners to show up.

If somebody wants to just dip in and out and go play in a competing event, that really hurts the association.

We would be better off with the course that Michelle has chosen, and I don't think you are going to hear any of us saying if what Michelle wants to do is compete against the men, and occasionally play on the LPGA, all of those options are open. That's perfectly fine.

Q. She would have her seven or whatever?

CAROLYN BIVENS: She could play six to eight here. She can play seven on PGA. And I would guess that a lot of the made for TV things -- if you are going to be a member of any organization, or club, or whatever it is, there are some guidelines that protects those who provide the winnings.

Q. It sounds like you're saying it would be a bigger mistake to change the rules for her, for one person?

CAROLYN BIVENS: To change the rules for one person and hurt 34 title sponsors. I don't think that works.

Q. You have been talking about the international nature of your Tour, are you a Tour worried about the way in which the European tours is languishing at the moment, it's had all of these different executive directors, I suppose most people would think of it as slipping downhill rather. Did you at one point think of taking it under your wing as sort of a mini tour, or have you got any ideas about it?

CAROLYN BIVENS: Well, I guess about 200 years ago we had Boston Tea party. It wouldn't look very good. I don't think if we went in and tried to do something. I've met and worked with Alexandra Armas. I think she is a very smart, savvy lady. She does have -- she's got some challenges. The LET has gone through a number of directors over the course of the last couple of years.

The amateur groups within Europe are very, very strong and getting stronger. We'll have to see what happens. But I wouldn't be all that surprised if Alexandra wasn't able to pull this out and with some support of the European amateur groups.

Q. To what extent do you need a strong European Tour?

CAROLYN BIVENS: We need strong tours from all around the world, whether there was an LET, with something else replace it? I don't know. But we've got an awful lot of senior players, Laura Davies, Liselotte, Trish, an awful lot of them that are involved in making sure that women's professional golf is alive and well in Europe.

Q. It obviously doesn't help our cause if more and more of them are coming over here and our Tour is so diluted?

CAROLYN BIVENS: The issue there is one of corporate sponsors. It's not so much the LET, it's one of corporate sponsors.

Q. You had quite a few events this year, a couple in Mexico, the Match Play, you've already announced you are adding an event in Hawaii at the start of next year. For about five or six years it seems like this Tour has been consolidated, strong tournaments, strong sponsors, but no expansion. Is this an expansion mode for the next couple of years on the LPGA?

CAROLYN BIVENS: A great question. I don't know that I would call it the expansion mode but I also say that we are always looking for right opportunities. We have in our heads what we would consider an ideal tournament schedule meaning what the geographic flow would be, how we would move through the year. What you have seen us do, as we had options for next year, and what you will see us in 2007 and beyond, is when we have an opportunity to change, or move something we will do it so that there is a better flow. We still have an awful lot of the ladies who drive between tournaments. Some of the schedules that we have now based on where sponsors want to be dictates some of the driving is pretty tough. This was my rookie year. They actually made me drive from Springfield to Akron and then back to Columbus, I believe it was. I have done my rookie initiation in the car.

Q. Did you drive or did Paul drive?

CAROLYN BIVENS: No, it wasn't Paul.

THE MODERATOR: I was flying.

CAROLYN BIVENS: It wasn't Paul. He was flying. Let me tell you what, they got pretty heavy feet and they don't stop a lot for bathroom breaks or for food either. This is a hard core group. They are driving to the next tournament. So geographically we want things better. We are also going to be pushing purses. We would like to get those up. We would like to get more opportunities. We will take full field events where we can. We are also not going to shy away from upgrading golf courses. The ladies would like to play on more A plus golf courses. So you are going to see us working with some of those.

The other things you won't see a lot of in 2006, we were entertaining some opportunities, but you will see more of this '07 and beyond, is that we will begin owning and operating some of our own tournaments.

Q. Can I take what is slightly a negative thing about the Tour, is the play seems to be getting slower and slower, last week two days they didn't even finish, is there anything you are going to address on that sight?

CAROLYN BIVENS: For any of you that were out in Los Angeles, it wasn't the women's play that was slow. No. 1, it was a new course.

Q. Last week in Auburn, Sacramento?

CAROLYN BIVENS: One group that didn't finish on one day.

THE MODERATOR: We had four players that didn't finish the first day and two players that didn't finish the second day.

Q. It seems a few years ago, you thought four-and-a-half hours for a round, now it always seems to be five or just over five?

CAROLYN BIVENS: We've actually gotten pretty good credit for being one of the -- playing some of faster rounds. The LA, the Trump International, we learned an awful lot on that. That's a gorgeous golf course. It's also a tough one. Being the first year both Trump, MVP and us would do some things differently. I think we all agree it's not suited for a full field. As gorgeous as it is, it doesn't have easy access to the rules officials. And because an awful lot of the environment is protected, the coastal commission controls a lot of the out-of-bounds right off the course area. That slows up play as well. We do not want to have six hour rounds. We had way too many six hour rounds. As I said, I think that was a combination of things. We also could have had a couple extra officials. By the time we got to the last day we knew where some of trouble spots were, where we were going to have a lot of the rulings, so we did put people out there. We want to keep the play fast. You know the players they get totally unnerved when the play is slow.

Q. Are you committed to going back there next year?

CAROLYN BIVENS: We aren't committed to go back there but we like the course. This was the last year of the Office Depot. But we do like the course. We are looking and seeing if there are other opportunities maybe for some limited fields, or for some unique formats that that course could accommodate.

THE MODERATOR: Do we have anymore questions for the commissioner? Thank you.

CAROLYN BIVENS: Thank you.

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