

**2005 ADT Championship
Trump International Golf Club
West Palm Beach, FL**

**November 16, 2005
Pre-tournament quotes**

AN INTERVIEW WITH CAROLYN BIVENS

CAROLYN BIVENS: I really am going to take just a couple of minutes to go over some of the highlights of the season.

You've heard most of these before, and many of you have written about them, but it's a pretty phenomenal season.

2005, I think, will be looked back on as a year that was the foundation from which the LPGA really did move to the next level.

And since I had absolutely nothing to do with it, I get a chance to crow about it.

We started the season with Annika winning her first three tournaments, as well as the first two Majors. Everybody, including Annika, was disappointed about the third. So she did what only Annika could do, which is go on to set new records, winning the Mizuno Classic five times in a row, setting a PGA and an LPGA record, and to win nine tournaments out of 19.

There is not a question in the world that Annika is the best athlete that we'll see in certainly my lifetime.

We have 10 Rolex First-Time Winners. This is a near record.

We love the fact that when you look at those 10 first time winners, they come from a variety of different countries; with our first time ever winner from Colombia and from Chile.

As I say, every Sunday morning the leaderboard looks a little bit like the United Nations roll call. That's a good thing. A lot of these international players are attracting new fans from around the world.

Some of our younger players are bringing people out to the tournaments and having parents and others come in to the tournaments to see what this is all about.

These personalities, also happen to be great golfers, are attracting a new group of fans that right now I think I would classify as casual; but with the strength of talent that we have on the Tour right now, I'm sure will turn into avid.

In just a couple of weeks, if you look at the lineup that we have in the LPGA Final Qualifying Tournament, fairly impressive as well. You've got Brittany Lang, Ai Miyazato, what can I say, as far down in the pipeline as you look, it's pretty exciting.

Solheim (Cup) and USGA (U.S. Women's Open conducted by the USGA) set new records for attendance. Up almost 14 percent year over year for attendance at all of the events.

The television ratings and the increases, I'm not really sure what kind of category you put those in except amazing. They are amazing in any television or sports and entertainment marketplace.

When you look at what's happening with television ratings all over from an entertainment standpoint, and from a sports standpoint, being up 33 percent year over year for the tournaments, and 40 percent for the majors on the weekends, those are really big numbers that turn a lot of heads.

We are going to talk about the schedule here in just a minute, but what has happened with those numbers?

And you all may say, what difference does all of that make?

What difference all of that makes is that it's put the LPGA on the radar of an awful lot of companies. And the radar of an awful lot of golf course holders that want the LPGA to talk to them.

You're going to see, as you look at the schedule, not only are we going to have most of the events returning; you are going to see the prize money obviously going up.

But what you are also going to see is an effort to improve what we're calling the stages that these women play on.

You will see us upgrading the quality of the golf courses at every opportunity that we have.

There are a few that we're not going to be able to talk about today. There are actually a couple of spots during the summer right now. We still have a couple of open weeks in September. There are actually six companies right now that are looking at those two weeks.

So some of the things that you'll see, some of things that you won't see, but what has happened with the LPGA over the course of the last eight months, has put them on an incredible trajectory. I'll call it the old hockey stick, where they've gone along and a lot of people invest in a lot of years and a lot of effort, including Ty and the previous five commissioners before him.

The women have an awful lot to do with it. The fact they are individual, distinctive, very charismatic personalities, that certainly helps. And the caliber of play, those of you who have followed the Tour for a lot of years, I don't think would argue for a second that the caliber of play that we see almost every weekend is asked, answered; asked, answered. They are awesome. With a lot of the young new players, Paula, Natalie, they are fearless to go for a pin. The idea of risk reward does not cross their mind. They are just sure that they can hole it out from wherever they are in the fairway. That makes it pretty exciting.

The other thing with the variety of winners that you see, besides Annika holding her nine titles from the season, it means that on any given Sunday, anybody that's in the field can beat everyone else.

We saw that last week. There was a really wonderful list of finalists for Sunday in Mobile. And the fact that Christina pulled that out, and I think she was five or six shots behind when she walked away from the round on Saturday. That was also a great, great field.

Why don't we move on, because I don't want to take up much of the time. I want to spend most of the time talking about what you all want to talk about.

Let's go over the schedule. It should be there on your seats.

You will see that we will be in Hawaii for two weeks this year, instead of the one.

The next thing you'll want to take a look at is Atlanta does return. There were some question marks about that earlier. You will see Atlanta, and within the next few weeks you will learn who the title sponsor of that is. But the Atlanta tournament is returning.

Ginn (Open) is the new tournament that was added a number of months ago, and the women are really looking forward to that.

We are going to get to the playoffs here in just a minute, but the last tournament for the first half of the season is going to be Jamie Farr Owens Corning Classic, the last one before Evian Masters. So that will be the demarcation line for the first half of the playoffs.

The Longs Drugs moves from Sacramento to Black Hawk. That's one of the courses that illustrates what I'm talking about when I talk about elevating the level of the courses that the women play.

There are a couple of international tournaments that are possibilities for '06, and there are a couple additions that are possible domestic additions. In all cases, they are a full field.

So there is still the possibility that we can add some things. If you will look at the run on some of the purses, you will see what's happening with the prize money here.

Take the last few events of the first half; we'll start with the McDonald's. We go from the \$1.8 million there to Wegmans LPGA who raised their purse to 1.8; that's a \$300,000 jump. We go to the U.S. Women's Open, the highest purse of women's golf at \$3.1 million followed by the HSBC (Women's World Match Play Championship) for \$2 million, and concluding with the Jamie Farr (Owens Corning Classic).

So that's an awfully nice lineup in terms of prize money and in terms of tournaments.

The playoffs. The playoffs were announced in May [correction: June, 7] to you all as well as to the players.

The Executive Committee, as you know, is represented by the players, had a very big hand in shaping that.

After the announcement of this first ever playoff in the world of golf, we went back to the Executive Committee to nail some of the details down.

What will be points events? What will be winners events? How will those be allocated? Qualifications first half of the season; second half of the season.

We have made some changes. Changes to nothing that was announced in May, but fine-tuned the whole playoff system to the point that we are ready to go, and we think it's a very exciting format.

On Sunday, we will have eight women who start fresh, all even, to play for a million dollars.

We got a lot of folks that are pretty excited about that. Every time there have been changes to any of the major playoff formats in sports, regardless of what it was, it's not met with a resounding click of heels by everyone.

But I would say at this point, we have most people on board. We're not afraid to try new things.

Fifteen months from now, we'll sit down with ADT and we will say, how did that work? And we will evaluate it.

We talked to the players about it at the playoff meeting in Sacramento, and I will say certainly from the Top-50 or 60, they are pretty excited to be competing for a million dollar check. That's a big deal for the women.

Let me just open of the floor at this point for your questions and what you want to talk about.

Q. About the schedule there is two new events, the Ko Olina and the Ginn Clubs, those are two new events, right?

CAROLYN BIVENS: Those are two new events.

Q. Did you lose any events from last year?

CAROLYN BIVENS: Office Depot.

Q. Total, you have one more?

CAROLYN BIVENS: That's correct.

Q. But there is a possibility you could go to 38?

CAROLYN BIVENS: That's correct.

Q. What about the television contract, and does it pretty much fall in course from this year, or is there any substantive changes?

CAROLYN BIVENS: There are no substantive changes to the television. We are in the first year of a long-term contract with ESPN wherein Solheim, we've got a long-time contract with the Golf Channel. We are talking to all of the networks right now, but you won't see any major changes in anything. '07 would be the first year that it would really be affected.

Q. Do you have an interest in, not that ESPN is not a Major network, but more network coverage?

CAROLYN BIVENS: We're interested in a couple of things. We want our tournaments to be promoted, for tune-in, and for attendance, and we'd like them to be fairly consistent.

Right now, that is little bit too much what I call hunting and pecking to find the LPGA.

We've had a couple slip-ups during the year where the time and/or the network that was airing were misprinted in the station logs. That's deadly. That's just deadly. You can kill a few markets like that. That hurts badly.

So rather than say network, cable, we'd like to -- the more bulk of golf events that there are on any given network, the better they are at covering.

As you know, whether it's commentary, whether it's the way they use cameras, all of those things affect it.

But most importantly, what most affects our ratings, and we an absolutely go back and track, where is it prepromoted? Where are the programs that come before and after that, somewhat similar. And that people know where to tune in.

Nobody these days -- we don't have a viewer in the world that if they can't find their program, whatever their program is, nobody is going to sit there and flip through all of the channels and try to find you. So we've got to be able to prepromote and be easy to find.

Q. This will be members, in terms of the points, Tour members only, I guess the first year and a half, or however long it's going to take? Wie and Pressel, until they are fully certified, they would not be eligible to earn points.

What was the thinking of that?

CAROLYN BIVENS: No, they wouldn't. This is LPGA, its members who are supporting our tournaments and our sponsors. So, no, there really wasn't any consideration.

Q. What criteria will you be using to select the wild cards?

CAROLYN BIVENS: It will be the Money List. This is the example. If by some chance through the points, the first half, the second half, there is somebody on the Top-30 of the Money List that didn't get in, fell through the cracks, the Top 2 on the Money List that didn't get in one way or the other, those are two wild cards. Those will fold in.

Q. By off chance, say Annika has a really off year and finishes 45th or something, would you ever use a wild card on her or would you stick to that?

CAROLYN BIVENS: If Annika were to have a really bad year next year I'd be the most surprised person in the world. That isn't going to happen.

Q. Rephrase, what if Annika was for some reason to miss several tournaments with injury and be 45th on the Money List, but healthy at the time of the playoffs?

CAROLYN BIVENS: I'm going look to my folks. I have to say you all know I come from outside the golf world. The what ifs, I actually have a little bit of fun with what if we have two full moons in the month, and the staff knows that I use some of this because we go through the what ifs.

Rob, you are the real architect of the plan.

ROB NEAL (LPGA Vice President of Tournament Business Affairs): The answer was that, this year, as an example, on the Top-30 Money List, getting into this event, if she were entered and reached 45 on the Money List she wouldn't have gotten here, and we'll take the same basic approach with the playoffs. You got to perform your way in to get into the final event.

Q. What is your favorite part of this playoff plan, you personally, what do you like the best about it?

CAROLYN BIVENS: I like the fact that by the time you get to that last day, you can have some real underdogs that were in there. To me it's most similar to the NCAA Final Four. You can have a whole variety of people there.

Q. I understand that the Majors, but do you think that with the points doubled and everything, are you at all concerned that maybe that could detract from the importance of the Majors?

CAROLYN BIVENS: No, I don't think so at all. You talk about the tradition in the world of golf. The Majors are the Majors. They draw the best fields, women look forward to playing that. No, I don't think it will detract at all.

Q. What is the purse breakdown going to be here next year beyond the million bucks? It looks like it's listed as 1.5. Is it just the Final 8 that are going to get the cash, or will everybody who gets here be able to get some semblance of a paycheck?

ROB NEAL: Everybody who gets in will get a paycheck. First place will be a millions dollars. Second place will be a hundred thousand dollars. We've got a breakdown. I don't have it with me. After that, 3 through 8 will have a graduated payout based on the last day's scores. And then everyone who misses the first cut will get the same check and everyone who misses the second cut will get the same check.

Q. If you have you a tie you will send them out there for sudden death until the playoffs are done?

CAROLYN BIVENS: That's correct.

Q. How significant is that payout for women's golf, what does it mean to have a million dollar check?

CAROLYN BIVENS: It's huge. It's huge. To quote Laura Davies after the player meeting, she saw it, she said, how excited do you get when you see that many zeros? Let me at it. It's a very big deal.

Q. And you alluded to the fact that you come as an outsider, can you talk about what you have learned in the past several months that have helped?

CAROLYN BIVENS: I've learned a lot.

Q. What do you bring and what do you learn?

CAROLYN BIVENS: I've learned a lot of things the last few months. I was excited when I walked in here, understanding where this organization is, in the life cycle and the opportunities.

Now some four months later, two months after officially taking over, I'm actually even more excited. To really get to know these women and to understand how dynamic, just how interesting the depth and the scope of what they do and who they are.

I really think from a marketing standpoint that the sky is the limit. I would have a very easy job if somehow I could get the whole world to play in a Pro-Am with these women. Because they all walk away, no matter who they have played with, saying this is remarkable. This person is my favorite. Whoever they played with that weekend is their personal favorite and they are going to follow.

So I would say that aspect. Again, going back and talking about the players, I'm excited about the galleries that they are attracting.

You will no doubt see it this weekend. You will see a lot of young girls 8, 9, 10, 11, 12 years old, coming out to follow their role models who are Paula, Natalie and some of others. Paula and Natalie had Juli and Beth and Meg as some of their role models. It's fun to see these young women in the gallery. It's also fun to see some of the young men who are also following Paula and Natalie and some of others.

So I would say the dimensions of the women's personality, and from the marketing standpoint, that gives you a very big track to run on from a marketing standpoint.

And No. 2, are the crowds and the audiences that we can actually see at the tournaments and knowing that that's turning up in the television ratings.

Q. How good is it for you and how much does it help that the LPGA, at a time when Annika is not the only identifiable figure that you have, that you have something for everybody?

CAROLYN BIVENS: The question was how much difference does it make if Annika isn't the only, shall we say, star that's out there.

It's incredibly important. It's very important to the tournaments. It's very important to the sponsors. It's incredibly important for the LPGA.

I have been quoted as saying that there is something for every one on the LPGA. I believe that.

You've got the Pat Hursts and the Carin Kochs who are balancing raising kids on the Tour, and who are very good inside the ropes, rank at the top of the Money List.

You've got Rosie Jones, who I don't believe for a second I'm not going to let her retire. Rosie Jones is a huge RV enthusiast. Jill McGill has taken up surfing. Annika, a number of other women, for all intents and purposes, their off hours, they are gourmet cooks. They're easy to market outside the world of golf.

And it's those kinds of dimensions, putting them in environments where they are really comfortable, where you get to see who they are and what they are really about.

And that these are not only very talented women inside the ropes, but again from a marketing standpoint, their reach extends outside the ropes, and they can pull in new fans to the LPGA. And frankly to the world of golf.

Q. How could you determine which winner's events automatically qualify?

ROB NEAL: The basic criteria, all of the limited field events became winner events. Part of the rationale there on the limited fields is that not every player is eligible because the criteria is different for each of those. They were trying to make it as important on the performance of that current year to get into the final event.

The Michelob ULTRA, we needed to create a system, we didn't design it so only a limited field can be in there. The Michelob ULTRA, over the past few years, kind of established itself as a full field event that's kind of unique in a lot of ways. And so that's why it's in there.

Q. Was the switch to a point system, was that at all inspired by the PGA making a similar move?

CAROLYN BIVENS: That would be kind of tough considering we announced several months ahead of time. Ty and the group announced it in June. That was pre-me. And I think I saw the announcement of the PGA just a couple of weeks ago. They are where the LPGA was in June. They are working out the final details. That's what we've spent the last four or five months doing.

Q. It could confirm that you had a good idea though?

CAROLYN BIVENS: What is it, the most sincere form of flattery is you copy it, imitation.

Q. What is the point distribution for the various events? Is it first place gets X number of points?

CAROLYN BIVENS: Based on the number, yes.

ROB NEAL: Yes, the current Player of the Year, Rolex Player of the Year point system, awards points to the Top-10 finishers.

And the playoffs points race will award points to the Top-20 finishers. What we've done is basically prorated the Rolex point system, kind of proportionately so we could go 20 deep instead of 10 deep. It will kind of copy the Rolex Player of the Year points.

Q. First place will be so many?

ROB NEAL: I can get that to you later. I don't have that off the top of my head.

Q. Obviously, there has been a lot of interest generated in the LPGA this year, is it translating to the corporate world, corporate interests and how important is that?

CAROLYN BIVENS: No. 1, it was important, and this was done before I was ever brought on. Clearly last year and this year, answered the question, is there a market for women's golf? Is there enough interest in corporate America to sustain a Tour where a large number of women can make a living playing golf? That has been irrefutably answered. And was answered before the season started.

The question now is, can we translate the success from the sport at entertainment into the business of golf? And that's what we have to do.

I believe it translates. The television numbers, the interest on the part of corporate America in this variety of personalities that I've talked about, we have a long list of companies in the pipe line that we are at varying stages of talking with, and also the owners and operators of some of my finest golf courses in the world that want to work out arrangements for these women to come play on those tracks.

So absolutely, it is translating. And that's going to be one of our primary focuses. We are not diverting from anything that has come before. The Five Points of celebrity, fans come first. We

will continue to build on that. That does not change. Those actually provided a foundation for the marketing that we can do now. I believe those are some of the things that generated the success to where the LPGA is right now. So we will keep those. We will continue working on those. We'll keep talking to the players about it. But now we are going to move into much more of a general media kind of marketing for the multiple stars that we have on the Tour.

Q. There is reference here to geographics. You go to Hawaii, overseas; are there pitfalls or positives to going world-wide? Do you see more European and Korean events or China, or any of these other markets that are exploding right now? What do you see in your crystal ball for five years out in terms of outside the continental U.S.?

CAROLYN BIVENS: I will answer your question outside the Continental U.S. The question has to do with the schedule flow. We are an international Tour. We are an international Tour both from the tournaments where we play.

We also are an international tournament by virtue of our members, so that not will not go away. That is a very important element in our growth, in our out reach.

You will know what is happening to the demographics of the U.S. It's growing more and more difficult to describe an American if you will.

The fact that Marisa Baena and Lorena Ochoa, and a number of others play on our Tour makes us better than if they weren't playing on the Tour.

We did an exercise inside the LPGA with the senior staff, looking at if there were no LPGA right now and our fairy Godmothers were to drop down, mine hasn't showed up for 50 years, but if she was, what would be the ideal flow of the schedule geographically in terms of weather, in terms of the conditions of the golf course at a particular time in the year, and the ease of just physically for the players of getting from one place to another?

That was as interesting, and frankly a very tough but a very revealing exercise to go through.

It wasn't so much for the idea that we would get to an ideal Tour. But to kind of know what we were shooting for, and more important, what was the decision-making criteria that we would use to replace tournaments and/or shift in a schedule. We do have in mind an ideal tournament flow.

So that we're not doing things geographically, either in North America that don't make much sense.

Or that we're not going back and forth to Europe and to Asia.

There is this huge interest from Asia in women's golf right now. You may or may not know that often television ratings for the women's events are higher than they are for the men's events.

Not only was Ayako Okamoto inducted to the Hall of Fame a couple of nights ago, but Ai Miyazato, and Shinobu Moromizato will be at the final qualifying tournament in a couple of weeks. They are going to fan the flames even more. They are very charismatic. They are already stars in Japan. They are going to be huge world-wide stories. They open up opportunities, not just for U.S. companies who want to market world-wide, but also for companies that are headquartered other than, or have business objectives other than in Europe or in Asia and want to spread a philosophy, and their marketing to North America.

Q. About the two international events that are possible at, can you say anything more about them, what countries or at least part of world you are talking about?

CAROLYN BIVENS: That's such a nice try. I'm usually a sucker for that. But we can't talk about it.

Q. I believe it was three individuals that petitioned this year to enter before age 18. Do you see a continuation of that trend in the next several years?

CAROLYN BIVENS: I have no reason to think that it's going to slow up. You got better junior golf programs. You've got parents and teachers who are now kind of attuned to watching 9, 10, 11, 12 year olds, and knowing when somebody has the capabilities and the skills. Young women are choosing much earlier that they are going to devote themselves to a sport, and largely golf.

You've got better equipment, better technology. So I absolutely don't think that the trend is going to end.

You may or may not have seen the press release, we are going to be hosting a forum in New York with the other sports organization on December 7th to look at this issue. Phenoms to professional successful transitions, which is really what this is all about.

First of all, this is not just an LPGA issue. This is a sports issue. The LPGA isn't the first to deal with that. There are actually other organizations that we think have more experience. We think it's time that we look collectively across sports and talk about the issues, and talk about the experience that we have.

In all of the cases, it's not just looking at whether a 12, 13 or 14-year-old is capable of shooting 4 or -5 under par. Or is capable of, you know, handling a basketball season for a few games.

There are a lot of other issues in terms of the psychological maturity, and a number of other factors.

In all cases, when we get these phenoms, when they come to the professional ranks, what you want is that they transition in successfully, and that they are there for a long time.

And there has been too many experiences, and sort of one-offs, if you will, where young people have turned professional and their sports have lost them over the course of the few years.

As a result of this forum that we'll be conducting, which will include the professional development people as well as the commissioners from across the leagues we will generate a white paper. We will share that with the Executive Committee, and we'll take a look at the constitution, the rules as they exist right now, and say are they currently serving the membership? And are they serving those who are in the pipe line to become members?

Q. Are you comfortable with expressing your opinion whether you think age 18, or a high school grad, as I understand it, does that sound reasonable to you? Presumably you have heard from the Pressels on this front?

CAROLYN BIVENS: The way I would like to answer that is I really don't know. I don't feel capable of making that decision based on a short period of time with these young women. What I want, and I will look a lot at the white paper that comes out, and whatever evidence there is and the experience of other sport leagues.

I want to hear a lot more before I come down on a particular position.

Q. Is that forum just going to be women's sports?

CAROLYN BIVENS: No.

Q. Youth sports?

CAROLYN BIVENS: No. It's across 15 different sports. On the panel of commissioners there is David Stern, there is Larry Bettman, Larry Scott and Don Garber.

Q. If the research comes back and it is determined that the ideal age is 20 --

CAROLYN BIVENS: It's not just a factor of age. As we all know people move to maturity at different stages. It's a combination of skills and it's a combination of working these women and/or young men through how do you deal with the media? How do you deal with not just a few six to eight tournaments? How you deal with being out there for an entire season? How do you deal with the International travel? It seems to me it's some kind of a transition.

Not one day you are an amateur, and you played a few events and, boom, the next day you are dealing with the whole world of professional sports.

Based on what I know right now it seems like some kind of a transition would make the most sense. I will be learning from the other leagues just like I think the other commissioners will be as well.

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