



NEWS RELEASE

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NORTHWEST ARKANSAS LPGA EVENT ANNOUNCES SEPTEMBER DATE, INCREASED PURSE FOR 2010

ROGERS, AR – Tournament officials for the LPGA event in Northwest Arkansas have announced that the 2010 event will take place Monday, September 6 through Sunday, September 12 at Pinnacle Country Club, with the 54-hole tournament championship taking place Friday through Sunday, September 10 – 12.

Officials also announced that the total purse for the 2010 event, officially named the P&G NW Arkansas Championship presented by Walmart, will be increased by \$200,000 to \$2 million in total. The first place prize in 2010 will be \$300,000. The purse in the P&G NW Arkansas Championship has increased every year since the first event in 2007.

This is the third straight year that P&G has served as title sponsor of the Northwest Arkansas LPGA event, and in 2010 Walmart is increasing its sponsorship to become “presenting sponsor.”

“Northwest Arkansas continues to embrace our event, as underscored by the strong support from P&G, Walmart and many other sponsors,” said Jay Allen, Tournament Chairman. “The ongoing support of our sponsors and the whole community enables us to improve our tournament in all aspects every year, and increasing our purse to \$2 million ensures that the best players in the world will be in Northwest Arkansas for our event in September 2010.”

“Our goal from the beginning was to become one of the truly top tier events on the LPGA Tour and for Northwest Arkansas,” said Jeff Schomburger, P&G’s President of Customer Business Development in the company’s Fayetteville office. “As we approach our fourth year we are certainly on that track.”

For complete information on the tournament visit www.pgbeautytournament.com.

About Procter & Gamble

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pantene®, Olay®, Cover Girl®, Venus®, Pampers®, Tide®, Always®, Herbal Essences®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Charmin®, Downy®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Head & Shoulders®, Gillette®, PUR®, and Braun®. The P&G community consists of 138,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.





About the Ladies Professional Golf Association

The LPGA was founded in 1950 and today boasts a membership comprised of world-class LPGA Tour professionals and more than 1,300 dedicated Teaching and Club Professionals (T&CP). Players on the LPGA Tour, who represent more than 25 countries, compete globally showcasing the very best of women’s professional golf. LPGA T&CP members directly impact the growth of the game through teaching, coaching and management positions, and oversee programs aimed at increasing the involvement of women, girls and youth in golf. The LPGA’s Vision is to inspire, empower, educate and entertain by showcasing the best golf professionals in the world. Its Mission is to be a leader in the world of sports, to promote economic empowerment for all members, and to serve as role models on and off the course. The LPGA is headquartered in Daytona Beach, Fla. For more information on the LPGA, log on to www.LPGA.com.

About Octagon’s Golf Division

Octagon Golf & Outdoors is a division of Octagon, the world’s largest sports and entertainment representation and marketing agency. Octagon Golf & Outdoors focuses on premium event/property management, developing key player relationships and providing strategic corporate solutions. The division currently manages two Champions Tour events, one LPGA Tour event, one Nationwide Tour event and the Toyota Texas Bass Classic. Additionally, Octagon Golf & Outdoors represents famed teaching professional Hank Haney and numerous PGA TOUR, LPGA Tour and Champions Tour professionals. For more information visit www.octagongolf.com.

