



## **NEWS RELEASE**

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### **SYBASE MATCH PLAY CHAMPIONSHIP DEBUTS IN 2010**

**Gladstone, NJ** – Octagon and Sybase, Inc. today announced that Sybase will sponsor a unique 64-player match play tournament in 2010. The Sybase Match Play Championship will be held at the prestigious Hamilton Farm Golf Club in Gladstone, New Jersey from Thursday, May 20 through Sunday, May 23.

An official LPGA event, the Sybase Match Play Championship will invite 64 of the top LPGA Tour professionals to compete for a \$1.5-million purse. Matches will be held in a bracket-style format. The match play format creates the excitement of head to head golf that is not found in traditional tournament stroke play.

The champion of this inaugural event will take home \$375,000, which is currently tied for the third largest payout on the LPGA Tour in 2010. Golf Channel will broadcast Round Two through the Finish, worldwide Friday through Sunday.

“Sybase is excited to extend our partnership with the LPGA by sponsoring the Sybase Match Play Championship,” said John Chen, chairman, CEO and president, Sybase. “We are committed to providing outstanding opportunities for world-class golf as well as valuable charity endeavors.”

Sybase has had a long-standing partnership with the LPGA Tour. It previously was the title sponsor of the Sybase Classic from 2001 through 2009.

“We are very thankful for our great partners at Sybase and Hamilton Farm Golf Club for their continued support of women’s golf,” said Andy Bush, Vice President of Octagon Golf and Sybase Match Play Championship Executive Director. “It took a lot of hard work and dedication to make this happen, and we are thrilled to continue Sybase’s nine-year commitment to the LPGA.”

Hamilton Farm Golf Club was the site of the 2005 and 2006 HSBC Women’s World Match Play Championship. Located less than an hour from New York City, it is renowned for its historic setting and admired as one of the nation’s elite clubs.

The golf course at Hamilton Farm was designed by the renowned team of Dr. Michael Hurdzan and Dana Fry. It winds through strands of hardwood forests and opens to highlands with beautiful vistas. The club was founded in 1998 on the site of the former Hamilton Farm estate.





“We’re pleased that Sybase has enabled the LPGA to bring a prestigious women’s golf event back to the Greater New York area,” said LPGA Commissioner Mike Whan. “It is especially gratifying to continue the momentum that the LPGA has been enjoying since the end of last season, thanks to great partners like Sybase and Octagon.”

Tickets to the tournament are available through the tournament website, [www.sybasematchplaychampionship.com](http://www.sybasematchplaychampionship.com), or by calling 1-800-444-LPGA. A one-day ticket Thursday – Sunday costs \$20 in advance and \$25 at the gate. A week-long ticket will be \$40 in advance, \$50 at the gate.

More information on the Sybase Match Play Championship is available at [www.sybasematchplaychampionship.com](http://www.sybasematchplaychampionship.com).

#### **About Sybase**

Sybase is an industry leader in delivering enterprise and mobile software to manage, analyze and mobilize information. We are recognized globally as a performance leader, proven in the most data-intensive industries and across all major systems, networks and devices. Our information management, analytics and enterprise mobility solutions have powered the world’s most mission-critical systems in financial services, telecommunications, manufacturing and government. For more information, visit <http://www.sybase.com>. Read Sybase blogs: <http://blogs.sybase.com>

#### **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](http://www.LPGA.com).

#### **About Octagon Golf & Outdoors**

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, three LPGA Tour events, one Nationwide Tour event and the Toyota Texas Bass Classic. For more information visit [www.octagongolf.com](http://www.octagongolf.com).

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