



NEWS RELEASE

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SYBASE CLASSIC ANNOUNCES TEXT MESSAGE PROMOTIONS

Clifton, NJ – The Sybase® Classic presented by ShopRite has announced a new text message promotional program powered by Sybase mobile messaging services to enrich the fans' experience during the event. The Sybase Classic will be held May 14 – 17 at Upper Montclair Country Club.

Beginning now, fans can text "LPGA" to "SYBASE" (792273) to receive two free daily tickets to the Sybase Classic. They will receive a message in return with a promotion code valid for two free tickets to be purchased online at www.sybaseclassic.com.

Fans can text "BLOG" to "SYBASE" (792273) to receive text message alerts for important tournament-related information on event results, weather delays, traffic re-routing and special activities. A maximum of six messages per day May 11 – 17 will be sent. Fans can also sign up online at www.sybaseclassic.com/mobile_alert_form to receive such alerts.

Sybase Classic leaderboard updates will be available on demand for mobile phone users by texting "SYBASE" to "SYBASE" (792273) May 14 – 17.

"We are pleased to support the tournament with SMS mobile messaging services," said Raj Nathan, senior vice president and chief marketing officer, Sybase, Inc. "As text messages have increasingly become part of people's daily lives, this method of communication and interaction will allow fans to enjoy a richer experience at the event."

Sybase is the world leader in mobile messaging services. With reach to more than 700 operators and 3 billion mobile subscribers globally, Sybase delivers more than 200 billion messages a year. Services include mobile messaging interoperability, mobile content delivery and mobile commerce services for operators, brands, content providers, enterprises and financial institutions.

Standard message charges apply for all text messages.

Rolex Player of the Year Lorena Ochoa will compete for her fourth consecutive Sybase Classic title in May. Former champions include LPGA Tour and World Golf Halls of Fame members Annika Sorenstam – two-time champion, Betsy King – two-time champion, Beth Daniel and Juli Inkster. Ticket, sponsorship and volunteer information is available at www.sybaseclassic.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 the performance leader, proven in the most data-intensive industries and across all systems, networks and devices. For over 25 years, 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 ShopRite

ShopRite supermarkets are members of Wakefern Food Corporation, a retailer-owned cooperative with stores located throughout New Jersey, New York, Pennsylvania, Connecticut, and Delaware. ShopRite serves more than 5 million customers each week. A long time supporter of key community efforts, ShopRite has been named the New Jersey Corporate Philanthropist of the Year by the Community Foundation of New Jersey. America's Second Harvest Food Bank Network also has recognized ShopRite as the Grocery Distributor of the year for its ShopRite Partners In Caring program, a year-round initiative dedicated to fighting hunger in the communities served by ShopRite. Since its inception, ShopRite Partners In Caring has donated more than \$18 million to more than 1,400 worthy charities.

About the Ladies Professional Golf Association

The LPGA features a membership comprised of world-class LPGA Tour professionals and dedicated Teaching and Club Professionals (T&CP). Today's LPGA Tour features the most talented global group of professional athletes who, in 2009, will compete in a minimum of 30 official money events in 10 countries with total prize money of nearly \$55 million. In addition to its dynamic Tour members, 1,200 certified LPGA T&CP members serve the golf industry in 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 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, two LPGA Tour events, one Nationwide Tour event, the 2009 U.S. Amateur 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.

