

Zouire launches LPGA online pro shop

MERRIAM, Ks., October 3, 2007 – Zouire Marketing Group was awarded the contract to be the exclusive provider for the on-line store for the Ladies Professional Golf Association (LPGA). This is the first time in the history of the LPGA, spanning back to 1950, that an on-line store has been available. Golf fans can visit www.lpgaproshop.com, to view and purchase merchandise displaying the newly updated LPGA logo.

The LPGA account will be managed by the Licensing Division at Zouire Marketing. Other accounts in the Licensing Division include the United States Golf Association and Petty Racing.

About the Ladies Professional Golf Association

Featuring the world's best women golfers, the LPGA's membership includes touring, teaching and club professionals. The LPGA Tour in 2007 features 35 events, with total prize money of nearly \$55 million. Since 1981, the LPGA and its tournaments have raised approximately \$180 million for charity. From the dreams of its 13 founders in 1950, the LPGA has evolved into the world's pre-eminent women's professional sports organization. The LPGA has grown from its roots as a playing tour into a non-profit organization involved in every facet of golf. In addition to the LPGA Tour members, the LPGA membership includes nearly 1,200 certified Teaching and Club Professionals (T&CP) who serve the golf industry in teaching, coaching and management positions. The LPGA T&CP member programs focus on increasing the involvement of women, girls and youth in golf, as well as contribute to the growth of the sport overall. The LPGA is headquartered in Daytona Beach, Fla. For more information on the LPGA, log on to www.LPGA.com.

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