

Contact: Mary Beth Lacy
(760) 346-6942
mb@mblacy.com

**IN ASSOCIATION WITH THE LPGA
WILHELMINA ARTIST MANAGEMENT LAUNCHES
W⁷ – WILHELMINA 7**

Seven LPGA Players Represented For Sponsorship And Endorsement Opportunities

(June 4, 2008) – New York, NY – Wilhelmina Artist Management, a division of Wilhelmina Models, announced today the formation of a new division aptly titled W⁷ – Wilhelmina 7. Last month, Wilhelmina Artist Management signed David Leadbetter, the legendary teaching professional, to a long-term contract. Seven of the top members of the LPGA Tour have signed exclusive representation agreements with Wilhelmina to seek out sponsorship and endorsement opportunities for the women as a whole package and individually.

This exciting opportunity was immediately accepted on the LPGA Tour. As such, the Wilhelmina 7 include: Minea Blomqvist, Sandra Gal, Anna Grzebien, Kim Hall, Johanna Head, Mikaela Parmlid, and Stacy Prammanasudh.

The concept: “W⁷” truly embodies the mission of Wilhelmina to provide exceptional service to its talent, while encompassing the company’s goal and vision of bold and dramatic marketing, advertising and sponsorship prospects for Wilhelmina’s corporate clients.

“We created this initiative to complete a void in the marketplace for beautiful and athletically talented female golfers, states Wilhelmina Chairman Dieter Esch. “With only initial conversations to the corporate world, the reception is already tremendous for potential partnerships.”

The W⁷ includes only those women with the game, the beauty and the personality to create a major presence in women’s sports, both on and off the course. The ladies chosen range from newcomers such as Sandra Gal and Anna Grzebien to 8-year professional Johanna Head, as well as Stacy Prammanasudh who has amassed two career victories and was selected to represent the USA at the most recent Solheim Cup. Minea Blomqvist who competes on both the LPGA Tour as well as the Ladies European Tour (LET), was awarded the 2003 Rookie of the Year Award and has finished in the top 10 on the Order of Merit List twice as a member of the LET Tour. Other members of the Wilhelmina 7 team, Mikaela Parmlid and Kim Hall, started strong this season and are fully exempt status on the LPGA Tour for the 2008 season.

About Wilhelmina Artist Management

In 1998, as an innovator in the industry, Wilhelmina Models became the first fashion company to develop a specific division to exclusively represent premier talent in the worlds of music, sports and entertainment. Today, that division called Wilhelmina Artist Management is one of the industry's

finest, with a roster that includes Fergie, Natasha Bedingfield, Ciara, Heather Graham, Amy Smart and Justin Chambers, among others.

Wilhelmina Artist Management creates, develops and manages celebrity-powered campaigns, product lines, private brand licensing, endorsements, sponsorships, talent appearances and corporate entertainment strategies.

