

ALL NIPPON AIRWAYS TAKES FLIGHT AS TITLE SPONSOR OF LPGA'S "ANA INSPIRATION"

*Japan's Leading Airline Becomes Title Sponsor of First Major of LPGA Season
& Official Airline of LPGA*



TOKYO, November 19, 2014 – All Nippon Airways (ANA), Japan's leading airline, announced a new partnership with the Ladies Professional Golf Association (LPGA) to become the title sponsor of the first major of the LPGA season, the newly-named "ANA INSPIRATION" as well as being the Official Airline of the LPGA.

The partnership was announced Tuesday at a press conference in Naples, Florida including Yuji Hirako, Senior Vice President of the Americas, ANA and Michael Whan, Commissioner, Ladies Professional Golf Association.

"ANA is excited about our partnership with the LPGA. Just as they are on a trend to expand its presence in Japan and Asia as well as break into new markets, ANA is seeking to raise awareness of our award winning airline in the U.S." stated Yuji Hirako.

"The word 'Inspiration' has many meanings. At ANA, we take pride delivering inspiration every day and showcasing "Inspiration of Japan" every flight. We hope that our partnership helps introduce golf to more individuals and inspires the next generation of female golfers."

"The LPGA shares many similarities with ANA but the most important is our shared vision and ambition for the future. We share the same ambition to expand our horizons, become more international, enter new markets and seize new opportunities. For ANA supporting the LPGA makes complete sense for our business and for our future."

The famed tournament will be held March 30 through April 5, 2015 at Mission Hills Country Club in Rancho Mirage, Calif. home of the event since 1972.

"The LPGA is thrilled to partner with ANA on one of our most historic tournaments as we take it to the next level," said Michael Whan, Commissioner, LPGA. "Having ANA join us as the official airline of the LPGA will grow our audience as we reach new fans from North America to Asia."

ANA will unveil activities surrounding the major championship's theme of inspiration leading up to the tournament in 2015.

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About ANA

All Nippon Airways (ANA) is the largest airline in Japan by passenger numbers. Founded in 1952, ANA flies today on 72 international routes and 113 domestic routes with a fleet of about 240 aircraft. ANA offers trans-Pacific connections between Asia through the gateway of Japan and 9 North American destinations namely; New York, Washington D.C, Chicago, Los Angeles, San Francisco, San Jose, Seattle, Vancouver, and Honolulu. ANA Group has 33,000 employees. In 2013, it carried 46 million passengers and generated revenues of 1.6 trillion Japanese yen. ANA has been a core member of Star Alliance since 1999 and has joint-ventures with United Airlines on trans-Pacific and Asia routes and with Lufthansa, Swiss International Airlines and Austrian Airlines on Japan-Europe routes. Its Frequent Flyer Program, ANA Mileage Club, has more than 26 million members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazine, and was awarded five stars in 2013 and 2014 by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.

About the LPGA

The Ladies Professional Golf Association is one of the longest-running women's professional sports associations in the world. Founded in 1950, the organization has grown from its roots as a playing tour into a non-profit organization involved in every facet of golf. The LPGA Tour and the LPGA Teaching & Club Professionals (T&CP) comprise the backbone of what has become the premier women's professional sports organization in the world today. The LPGA maintains a strong focus on charity through: its tournaments; its grassroots junior and women's programs; and the formation of The LPGA Foundation. The LPGA is under the guidance of Commissioner Michael Whan and is headquartered in Daytona Beach, Fla.



About IMG

IMG is a global leader in sports, fashion and media operating in more than 25 countries around the world. IMG's businesses include Events & Media, College, Golf, Tennis, Performance and IMG Academy, Fashion, Models, Clients, Consulting, Licensing, Joint Ventures, and creative management agency Art + Commerce. In 2014, IMG was acquired by WME, the world's leading entertainment and media agency. Together, the companies offer an unparalleled client roster; strategic partnerships with sponsors and brands; and marquee assets across sports, entertainment, events, music and fashion.

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