



## **PRESS RELEASE**

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For Immediate Release:

### **LPGA GOLFER OF THE YEAR LORENA OCHOA SIGNS THREE-YEAR DEAL WITH AUDI**

#### **Ochoa Sets Sights On Becoming Number One**

(Guadalajara, Mexico) – Ochoa Sports Management announced that Audi, the internationally known German manufacturer of high-end automobiles, has signed a three-year alliance with LPGA professional golfer, Lorena Ochoa, the 2006 ADT money leader and Player-of-the-Year. The announcement was made on February 7 at a press conference held in Mexico City.

Carlos Fernandez, General Director of Audi Mexico, who was present at the press conference, commented that, “Audi continues to believe in Lorena’s capability to achieve even greater goals in her career. We are confident in Lorena’s continued growth in professional golf. She will be an excellent spokesperson for Audi’s philosophy -- leadership through technology.” Also in attendance was Matthias Braun, the Regional Executive Director of Audi U.S.A.

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“My goal will be to continue working hard to be number one,” stated Ochoa. “From this moment and going forward, my focus will be on winning every tournament I play in. My goal is to be consistent so that points can be accumulated, and we can achieve our short-term and long-term objectives.”

Audi will be Ochoa’s official car, and she will wear the four- ring Audi logo on her left sleeve. Audi has been a supporter of Lorena Ochoa virtually since the inception of her career. The alliance will benefit both Ochoa and Audi, since they share the same values: commitment, innovation, and enthusiasm.

After a dominant collegiate career in which Ochoa won 12 of 20 tournaments, she turned pro in 2003. 2006 proved to be a break-out year, as Ochoa won six tournaments, becoming the second female golfer ever to break the two-million dollar mark in earnings.

Guadalajara based Ochoa Sports Management is the first and only sports management company in Mexico. In addition to representing Lorena Ochoa, Sophia Sheridan, Oscar Fraustro, and Rafael Alarcon, Ochoa Sports Management plans and organizes various sports and corporate activities throughout Mexico.

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