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BNP PARIBAS OPEN TO CELEBRATE 35TH ANNIVERSARY

Daily Tickets Now On Sale Featuring \$35 Grandstand Ticket For Final Weekend and Box Seat Daily Double; Special Promotions Include Online 35 Day Ticket Giveaway; Enhanced Website Makes It Easy For Fans To Purchase Tickets And Print At Home

Indian Wells, Calif., November 4, 2009 – The BNP Paribas Open, the most-attended tennis tournament in the world outside of the four grand slams, to be held March 8-21, 2010 at the Indian Wells Tennis Garden, will celebrate its 35th anniversary this year with a number of special ticket offers and promotions, it was announced today by Steve Simon, tournament director.

Daily tickets for the two-week ATP World Tour Masters 1000 and Sony Ericsson WTA Tour Premier event are now on sale and fans can take advantage of a new \$35 grandstand ticket on the final weekend of the event while supplies last. Daily tickets range in price from \$10 for the first Thursday evening session to \$80 for loge seats on the final weekend. In addition, for a limited time, the Box Seat daily double is available whereby fans can purchase a box seat in the lower bowl for both day and evening sessions.

In addition, the BNP Paribas Open will feature a number of special promotions before the tournament, including giving away two free tickets every day for 35 days beginning today, Wednesday, November 4, through Tuesday, December 8, 2009. By logging onto www.bnpparibasopen.org, and registering to win, fans will have the chance to win a variety of daily tickets ranging from classic box seats to luxury suite seats to loge or grandstand seats. Once registered, they can forward the opportunity to friends, and the person forwarding the sweepstakes to the most friends will win a \$250 cash card.

Fans visiting www.bnpparibasopen.org will find the ticket platform for the tournament greatly enhanced, making it easier than ever for them to search for daily tickets, buy and print at home. In addition, Coachella Valley residents have the opportunity to receive a 30 percent discount on most sessions, which provides even greater value for the biggest sporting event of the year in the desert.

“We are excited about the 35th anniversary of the BNP Paribas Open as it’s a great way to celebrate all of the rich history, champions, and terrific events we have had throughout the years here in the desert,” said Simon. “The 35th anniversary online and ticket promotions are a way to reward our patrons for their support of the event and hopefully bring in new fans. Upgrading our online ticket platform will make it simpler to execute these initiatives and continue to ensure that customers have a faster and easier way to get the seats they want.”

For more information and to order tickets, please call the Indian Wells Tennis Garden Box Office, (800) 999-1585, or visit www.bnpparibasopen.org, where you can view your seat location sight-line before ordering tickets.

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About the BNP Paribas Open

Celebrating its' 35th anniversary, the BNP Paribas Open is the first major tennis event of the season on U.S. soil. The tournament features more than 300 of the world's best ATP World Tour and Sony Ericsson WTA Tour tennis players, and last year more than 330,000 people attended the event. Tickets are available by logging onto www.bnpparibasopen.org, calling the Indian Wells box office, 800-999-1585 or 760-200-8000, or visiting the box office, 78-200 Miles Avenue, Indian Wells, CA, 92210.

About BNP Paribas

BNP Paribas (www.bnpparibas.com) is a European leader in global banking and financial services and is one of the 3 strongest banks in the world according to Standard & Poor's. The group is present in 85 countries, with more than 171,000 employees, including 131,000 in Europe. The group holds key positions in three major segments: Corporate and Investment Banking, Asset Management & Services and Retail Banking. Present throughout Europe in all of its business lines, the bank's two domestic markets in retail banking are France and Italy. BNP Paribas also has a significant presence in the United States and strong positions in Asia and the emerging markets.

About BNP Paribas and tennis

In 2008, BNP Paribas celebrated the 35th anniversary of its association with the tennis world. Since 1973, BNP Paribas has been actively involved in this sport, regularly increasing its support – both locally and internationally, for families, schools and the community.

Historically, BNP Paribas has had a special relationship with every facet of the tennis world: official global sponsor of Roland Garros for 35 years, sponsor of the Davis Cup since 2001, of the Fed Cup since 2005 and since the acquisition of BNL in 2006, the "Internazionali BNL d'Italia", as well as actively supporting numerous other international competitions (WTA Bank of the West Classic in California, the Monte Carlo Masters Series, BNP Paribas Strasbourg Women's Open, Grand Prix de Lyon, etc.). BNP Paribas also supports tennis locally in France, and is involved in more than 550 tournaments, including the BNP Paribas family trophy, various training programmes set up by the French Tennis Federation and Yannick Noah's "Fête le Mur" association.