



MEDIA RELEASE
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Manulife Financial LPGA Classic Boosts Prize Money to US\$1.5 Million for 2014

- *Tournament receives industry awards*
- *Tickets now available online*
- *Volunteer Registration begins*

Waterloo, Ontario – The Manulife Financial LPGA Classic has bolstered its pool of prize money to US\$1.5 million for the 2014 event, an increase of US\$200,000 from the previous year.

In 2013, South Korean Hee Young Park out-last-ed all other competitors and won \$195,000 in prize money after a three-hole playoff. With the increase in prize money, the 2014 champion will be awarded US\$225,000.

“The Manulife Financial LPGA Classic attracts many of the world’s best female golfers,” said Marianne Harrison, President and CEO, Manulife Canada. “Increasing the prize money speaks to the strength of the LPGA and the caliber of women’s golf.”

From June 4 to 8, 144 LPGA players will compete for the title to win a portion of the US\$1.5M purse at Grey Silo Golf Course in Waterloo, Ontario. Over its first two years, the Manulife Financial LPGA Classic has attracted more than 125,000 spectators, making it one of the most well-attended events on the LPGA Tour.

TOA Awards

On November 20, the LPGA Tournament Owners Association (TOA) presented their Gold Driver Awards, recognizing excellence in marketing programs surrounding LPGA Tour tournaments during the TOA Annual Meeting in Naples, Florida.

In the tournament’s second Gold Driver Award competition, the Manulife Financial LPGA Classic received Gold for Charity Promotion, with St. Mary’s General Hospital Foundation’s Red Day leaving an indelible impression on the panel of judges.

Additionally, the tournament received four Silver awards in key categories – Event Advertising, Marketing Materials, Television Advertisements and Website.

Ticket Sales

Event tickets to the 2014 event are now on sale online. Tickets to the event start as low as \$30 and this year a four-pack, which includes a parking pass, is available for only \$90.

For a limited time, fans also have the opportunity to purchase a holiday package featuring two (2) good-any-day tickets and a parking pass for only \$49. The tickets and parking pass have a value of more than \$65.

“The holiday ticket package is a great gift idea for any golf fan on your list,” stated tournament director Richard Kuypers.

Volunteer Registration

General volunteer registration for the 2014 tournament has begun. In previous years, positions have been filled quickly, so fans are encouraged to register early.

Volunteers have the opportunity to serve in many roles, including:

- Providing transportation and shuttle services for players and officials
- Serving as on-course marshals and walking scorers
- Assisting with player and caddie hospitality

“Volunteerism is a very important part of the Manulife Financial LPGA Classic,” added Mr. Kuypers. “The more than 1,200 volunteers who selflessly give of their time to the community play a huge part in the success of the event.”

Last year’s event brought volunteers from as far away as British Columbia and Nova Scotia.

For more information on tickets and volunteering for the Manulife Financial LPGA Classic, visit www.manulifeclassic.ca.

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About the Manulife Financial LPGA Classic

The Manulife Financial LPGA Classic is back for its third year on the LPGA Tour and will feature a standard eligibility field of 144 players, 72 holes of stroke play and a purse of \$1.5 million. The tournament will take place June 4 – 8, 2014, at Grey Silo Golf Club in Waterloo, Ontario, home of Manulife Financial’s Canadian Division. St. Mary’s General Hospital Foundation is once again the tournament’s official charity partner. For more information please visit www.manulifeclassic.ca and follow us on Twitter: @ManulifeClassic.

About Manulife Financial

Manulife Financial is a leading Canada-based financial services group with principal operations in Asia, Canada and the United States. Clients look to Manulife for strong, reliable, trustworthy and forward-thinking solutions for their most significant financial decisions. Our international network of employees, agents and distribution partners offers financial protection and wealth management products and services

to millions of clients. We also provide asset management services to institutional customers. Funds under management by Manulife Financial and its subsidiaries were C\$574.6 billion (US\$558.7 billion) as at September 30, 2013. The Company operates as Manulife Financial in Canada and Asia and primarily as John Hancock in the United States.

Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '945' on the SEHK. Manulife Financial can be found on the Internet at manulife.com.

About the LPGA (Ladies Professional Golf Association)

The LPGA is the world's leading professional golf organization for women. Founded in 1950, the association celebrates a diverse and storied membership with more than 1,700 members representing 29 different countries.

With a vision to inspire, empower, educate and entertain by showcasing the very best of women's golf, LPGA Tour professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management. The Symetra Tour consistently produces a pipeline of talent ready for the world stage. The LPGA is headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: www.LPGA.com, www.facebook.com/lpga.official, www.twitter.com/lpga, and www.youtube.com/lpgavideo.

About Sports Properties International

Sports Properties International was created to provide an environment where communities and spectacular sporting events can come together, connected by a common interest.

About Bruno Event Team

Bruno Event Team (BET) is a Birmingham, Alabama-based sports marketing and event management company formed in 1996 by Ronald Bruno and Gene Hallman. Bruno Event Team is experienced in all facets of event management, employing a year-round staff of 80+ employees in twelve offices around the United States and two offices in Canada. Bruno Event Team services each client with expertise in strategic planning, marketing, advertising, public and media relations, ticket and merchandise sales, sponsor relations, hospitality consulting, event operations, event financial planning/accounting and volunteer coordination. Visit www.brunoeventteam.com for additional information.

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