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**BAIRD PRIVATE WEALTH MANAGEMENT EXTENDS PARTNERSHIP
AS PRESENTING SPONSOR OF 2018 LPGA WOMEN WHO PLAY CUP SERIES**

*Remains committed to the development of women's golf and women in the workplace
by providing 100 premium-level LPGA Women Who Play memberships to its associates*

PALM BEACH GARDENS, Fla. – Baird Private Wealth Management has renewed as the Presenting Sponsor of the 2018 LPGA Women Who Play Cup series, one of the fastest growing competitive golf events for amateur women. Additionally, Baird has reinforced its commitment to developing professional women in the workplace and on the golf course by providing 100 of their associates with premium-level “Business & Birdies” LPGA Women Who Play memberships.

“Baird Private Wealth Management is proud to continue its partnership with LPGA Women Who Play, a not-for-profit organization committed to enriching the lives of women through the game of golf, and to serve as the Presenting Sponsor of the 2018 LPGA Women Who Play Cup series,” said Mike Schroeder, President of Baird Private Wealth Management. “This partnership reflects Baird’s long-standing tradition of giving back to the communities, in which our associates live and work, as well as our strong commitment to the game of golf, which is a keen interest of many of our clients, and current and potential Baird associates.”

The LPGA Women Who Play prides itself as the golf community for women, welcoming both experienced and aspiring players alike. The association is the largest women-focused national amateur golf association with nearly 12,000 members spanning approximately 100 communities in the United States, Canada, Bermuda and Italy.

The LPGA Women Who Play Cup series, now in its eighth year, encourages women of all skill levels to compete in a friendly and fun team-based format that encourages teamwork and camaraderie. Teams are composed of eight players from various LPGA Women Who Play chapters who often coordinate colorful outfits with clever team names. For example, the Magnificent 8 of Orlando & Tampa, Florida won the 2017 LPGA Women Who Play Cup after 36-holes of competition, split between singles and four-ball match play. The 2018 LPGA Women Who Play Cup series will consist of eight regional summer qualifiers, followed by the 2018 LPGA Women Who Play Cup Finals, to be conducted at Horseshoe Bay Resort in Horseshoe Bay, Texas, Nov. 2-3. Over 125 teams and 1,000 women are expected to participate in this year’s series.

“We’re grateful for Baird’s continued commitment to women both on and off the golf course,” said LPGA Women Who Play CEO Jane Geddes. “The Cup series is one of our Association’s premier events and Baird’s partnership has helped elevate the event’s reputation even further.”

About Baird

Baird is an employee-owned, international wealth management, capital markets, private equity and asset management firm with offices in the United States, Europe and Asia. Established in 1919, Baird has more than 3,400 associates serving the needs of individual, corporate, institutional and municipal clients. Baird has \$171 billion in client assets. Committed to being a great place to work, Baird ranked No. 12 on FORTUNE’s 100 Best Companies to Work For in 2017 – its 15th consecutive year on the list. Baird is the marketing name of Baird Financial Group. Baird’s principal operating subsidiaries are Robert W. Baird & Co. Incorporated in the United States and Robert W. Baird Group Ltd. in Europe. Baird also has an operating subsidiary in Asia supporting Baird’s investment banking and private equity operations. For more information, please visit Baird’s Web site at www.rwbaird.com.

About LPGA Women Who Play

LPGA Women Who Play is the largest women’s amateur golf association in the world. Formerly known as the Executive Women’s Golf Association, the organization maintains 12,000 members in over 100 local chapters. It also hosts more than 7,500 local and national activities every year, including social outings, league play, networking opportunities and competitive amateur events such as the LPGA Women Who Play Championship and LPGA Women Who Play Cup. Through the LPGA Foundation and LPGA Women’s Network, LPGA Women Who Play creates a seamless transition for women looking to go from aspiring player to recreational golfer and serve as an advocate for positive change within the game.