



SONY ERICSSON WTA TOUR AND THE ATP LAUNCH TENNISTV.COM

Follow all the live action from the ATP World Tour and Sony Ericsson WTA Tour on TennisTV.com

The ATP and Sony Ericsson WTA Tour today launched TennisTV.com, an all new revolutionary broadband TV console for tennis fans around the world.

The new official live streaming website of the Sony Ericsson WTA Tour and the ATP will provide fans with unique access to live and on demand, top level tennis from both tours meaning they can stay in touch with all the world's top players. Covering a total of 41 events and offering more than 700 matches live tennis from both tours will now be available online in one place for the very first time.

Kicking off with the Medibank Sydney International tournament this week, subscribers to TennisTV.com can follow their favourite players through extensive live and archive footage from the start of the season right through its conclusion at the Sony Ericsson Championships in Doha and the Barclays ATP World Tour Finals in London.

A variety of packages will allow fans to subscribe to live action of either women's or men's events or a combination of both, and will also include exclusive interviews, behind the scenes footage, and daily roundups. Free in-depth highlights will also be available from both Tours.

Stacey Allaster, President of the Sony Ericsson WTA Tour, said: "This is an incredibly exciting time for the future of tennis viewing. For the first time we will be able to deliver live broadcast quality matches from both Tours' top level tournaments to online audiences around the world, significantly expanding the reach of our sport and satisfying consumers' demand."

Steve Plasto, CEO of ATP Media, said: "Tennis fans are changing the way they view the sport and we need to ensure we change with them. This is the place to watch live and on demand tennis online which bodes well for what looks to be one of the closest contested season for both tours – 2009 is going to be very special."



About Sony Ericsson WTA Tour

The Sony Ericsson WTA Tour is the world's largest premier professional sport for women with more than 2,000 players representing 90 nations competing for \$86 million in prize money at the Tour's 54 events in 31 countries. More than 4.7 million people attended women's tennis events in 2008 with millions more watching events on television networks around the world. The Sony Ericsson WTA Tour season concludes with the Sony Ericsson Championships - Doha 2009 in Doha, Qatar, October 27 - November 1, 2009. Further information on the Tour can be found at www.sonyericssonwtatour.com.

About ATP

ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 63 tournaments in 32 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia and Europe to Africa; from North and South America to Asia, the stars of the ATP World Tour battle for prestigious titles at Grand Slams (non ATP members), ATP World Tour Masters 1000, ATP World Tour 500 and ATP World Tour 250 events. At the end of the season the world's top 8 ranked men's singles players and top 8 doubles teams, based on their performance throughout the year, will qualify to compete in the season's climax - the Barclays ATP World Tour Finals. To be held at London's O2 arena, the event will officially crown the 2009 ATP World Tour Champion and determine the final South African Airways 2009 ATP Rankings. For more information, please visit www.ATPWorldTour.com.