



TENNISTV.COM TO STREAM BNP PARIBAS OPEN LIVE AND EXCLUSIVE

Follow all the live action from both the ATP World Tour 1000 and Sony Ericsson WTA Tour at the BNP Paribas Open in Indian Wells, on your desktop for the first time at TennisTV.com.

TennisTV.com is the new revolutionary broadband TV console offering official, high quality streams for tennis fans around the world. Extensive coverage of the BNP Paribas Open tournament in Indian Wells - one of the most important events in professional tennis featuring the world's very best men and women players - begins Saturday 14th March with 65 live matches and a choice of up to three courts streaming live and high quality coverage at any one time, concluding with both the men's and women's singles finals. Follow the link here to catch all the action – <http://www.TennisTV.com>

The new official live streaming website of the Sony Ericsson WTA Tour and the ATP World Tour provides 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 37 events and offering more than 700 matches live tennis from both tours now available online in one place for the very first time.

Subscribers to TennisTV.com can follow their favourite players through wide-ranging 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 as well as an extensive video archive so fans can relive classic matches of the past.

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 55 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.

Note to Editors

Due to existing broadcast arrangements, access to live streaming in some territories will be unavailable. Please check the website for details.

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