

Monday, August 17, 2009

## **SONY ERICSSON UNVEILS "STREET TENNIS" AT ROGERS CUP IN TORONTO**

### **Sony Ericsson and Tour stars Ana Ivanovic and Caroline Wozniacki take over Canada's most popular street for impromptu tennis match**

TORONTO, CANADA – To celebrate the start of Rogers Cup, Sony Ericsson, one of the largest global mobile phone manufacturers known for its innovation and style, and two of the brightest stars of the Sony Ericsson WTA Tour – World No.8 Caroline Wozniacki and 2008 Roland Garros Champion Ana Ivanovic – took over Toronto's Yonge Street for "Street Tennis," an impromptu tennis match on Canada's longest street. "Street Tennis" follows on the heels of last week's spectacular Sony Ericsson "Fountain Tennis" stunt in the fountains of Kings Island in Cincinnati, one of America's largest amusement parks. Sony Ericsson, the title sponsor of the Tour, is famous for its breathtaking stunts that place some of the world's most recognizable female athletes in the most unusual places - on water, on car rooftops in Miami, in a metro station in Madrid, and on a desert island in the Arabian Sea in Doha.

Serbia's Ana Ivanovic and Denmark's Caroline Wozniacki rallied against each other on a special tennis court that was laid down for the players on the world-famous street in a record time of five minutes. Ana and Caroline brought their A games to the street, awing tennis fans with amazing points in one of the world's most exciting cities. With "Street Tennis", Sony Ericsson was once again able to take the sport from the confines of the tennis court to a new audience and unexplored environment.

Ana Ivanovic said: "Rogers Cup in Toronto is one of my favorite stops during the US Open Series. I won this event three years ago and it is always nice to be back in Canada. I was thrilled to have a chance to participate in the Sony Ericsson "Street Tennis" stunt with Caroline today. It is always exciting to be able to bring the sport of tennis to new audiences and we definitely had fun, taking people on the streets of Toronto by a huge surprise."

Commenting on the experience, Caroline Wozniacki said: "I was thrilled to have an opportunity to participate in "Street Tennis" with Ana and very impressed with Yonge Street in this beautiful city of Toronto. The court was laid out for us in a record time and playing an impromptu tennis match with Ana was really fun. I am extremely excited about competing at Rogers Cup in Toronto and participating in "Street Tennis" was a great way to kick off the tournament."

Stacy Doster, Head of PR, Sony Ericsson North America, said: "Once again, Sony Ericsson created an exciting and original stunt that gave us an opportunity to energize the tennis fans in Toronto and kick off Rogers Cup in style."

Rogers Cup tournament director Karl Hale said: "Toronto and tennis share a passion for multiculturalism. "Street Tennis" is a great way to start a phenomenal week at Rogers Cup. Sony Ericsson has again shown its innovation. We're thrilled to welcome the tennis world including today's stunt participants Caroline Wozniacki and past Rogers Cup champion Ana Ivanovic."

This is not the first time Sony Ericsson has brought women's tennis to places you would not expect. With Sony Ericsson's creativity, women tennis players have had a chance to compete not only on the court, but in fountains in Cincinnati ([www.sonyericssonwtatour.com/page/VideoFeatures/FeaturesDetail/0,,12781~1749469,00.html](http://www.sonyericssonwtatour.com/page/VideoFeatures/FeaturesDetail/0,,12781~1749469,00.html)), on an island in the middle of the Arabian Sea ([www.sonyericssonwtatour.com/page/VideoOffCourt/Detail/0,,12781~1629593,00.html](http://www.sonyericssonwtatour.com/page/VideoOffCourt/Detail/0,,12781~1629593,00.html)), in front of Rome's iconic St. Peter's Cathedral ([www.sonyericssonwtatour.com/page/VideoOffCourt/Detail/0,,12781~1633550,00.html](http://www.sonyericssonwtatour.com/page/VideoOffCourt/Detail/0,,12781~1633550,00.html)), on car rooftops in Florida's South Beach (<http://www.sonyericssonwtatour.com/page/VideoOffCourt/Detail/0,,12781~1638373,00.html>) and deep

The Sony Ericsson WTA Tour is the world's leading professional sport for women with more than 2,200 players representing 96 nations competing for more than \$86 million in prize money at the Tour's 51 events and four Grand Slams in 31 countries. More than 4.8 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, from October 27-November 1, and the inaugural Commonwealth Bank Tournament of Champions in Bali, Indonesia from November 4-8. Further information on the Tour can be found on the Internet at [www.sonyericssonwtatour.com](http://www.sonyericssonwtatour.com)

underground in Madrid, on the tracks of one of the Spanish capital's busiest Metro stations ([www.sonyericssonwtatour.com/page/VideoOffCourt/Detail/0,,12781~1661947,00.html](http://www.sonyericssonwtatour.com/page/VideoOffCourt/Detail/0,,12781~1661947,00.html)). Sony Ericsson style has helped energize the fan experience, attract a wider interest to tennis and provide unique opportunities to the stars of the Sony Ericsson WTA Tour. For photos of Sony Ericsson stunts, please visit the gallery at [www.sonyericssonwtatour.com/page/Gallery/0,,12781~1677521,00.html?imageNo=1#picture](http://www.sonyericssonwtatour.com/page/Gallery/0,,12781~1677521,00.html?imageNo=1#picture).

Since 1892, the best women's tennis players in the world have showcased their skills on Canadian courts. Only Wimbledon and the U.S. Open have longer histories than the major Canadian stop, which is acknowledged by the tennis world to be one of the best-run tournaments on the Sony Ericsson WTA Tour. Classified as a Premier event under the new Sony Ericsson WTA Tour Roadmap, Rogers Cup offers US \$2 million in prize money and attracts the brightest stars of women's tennis year after year.

**To access high-resolution photos of "Street Tennis", please follow these links:**

- <https://rcpt.yousendit.com/727241159/2de7be54e8a6c44c8f4256192e958d9d>

**To access the video of "Street Tennis", please follow the following directions:**

- **YouTube.com** - <http://www.youtube.com/watch?v=7U3VY0J7snk>

**Video footage available upon request.**

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