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SKINS JOINS ATP WITH EXCLUSIVE COMPRESSION WEAR PARTNERSHIP

LONDON — ATP and SKINS have announced a new partnership making SKINS the Official Compression Garment of the ATP World Tour. Under the agreement, the sports compression wear leader will supply its products to players at ATP World Tour events through 2019.

SKINS pioneering garments apply compression to specific body parts in a balanced and accurate way to accelerate blood flow to deliver more oxygen to working muscles. The better blood flow also helps remove lactic acid and other metabolic wastes. Playing a big part in recovery, the improved oxygenation reduces the effects of delayed onset muscle soreness and accelerates muscle repair.

The deal, which began on January 1st, 2015, follows a desire from ATP physiotherapists and doctors to have compression wear available to aid recovery for players who are continually training, playing and travelling throughout the season.

Todd Ellenbecker, Vice President of ATP Medical Services said: “We are very excited to be able to recommend SKINS compression garments to our players on the ATP World Tour. Given the recent research supporting the use of compression garments on recovery after high level human performance, this will be a valuable addition to the medical services we provide for optimal performance and injury prevention.”

SKINS Chief Marketing Officer, Christian Gut said: “This partnership is a highly significant moment for SKINS because it endorses everything we, as a company, stand for. Our history of developing and re-developing compression wear to maintain the highest possible standards of sports science, means we’re able to provide the ATP with garments which specifically meet the requirements of the world’s best men’s players, day-in, day-out.”

“The benefits of compression wear is clearly appreciated by those at the very top level who understand the rehabilitative process. The fact the ATP’s physiotherapists and doctors have chosen SKINS as their exclusive supplier for compression garments, is testimony to our ever-continuing programme to deliver the best possible benefits of compression wear to athletes at every level of sport.”

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About the ATP

The 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 60 tournaments in 30 countries, the ATP World Tour showcases the finest male athletes competing in the world’s most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2015 ATP World Tour battle for prestigious titles and Emirates ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world’s best eight qualified singles players and



PLATINUM PARTNERS



doubles teams will compete for the last title of the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event will officially crown the 2015 ATP World Tour No.1 presented by Emirates. For more information, please visit www.ATPWorldTour.com.

About Skins – A Brand Born Out Of Ambition

In 1996 a keen Aussie skier had a bold ambition – to develop a garment that would improve sports performance and aid recovery. Consulting with NASA scientists and other experts, it took five years of design, testing and finessing before the first pair of SKINS tights were launched in Australia in 2002.

Word spread fast that SKINS help you perform better and recover faster. Basically, they make you feel like a super hero – and look a bit like one too. Pro athletes were the first to get into them and before long amateur athletes joined the party.

The company has grown rapidly over the last decade, and continues to lead the innovation of the sports performance category it created, but our attitude has not changed a bit. SKINS' mission is simple: to radically improve the world of sport, one pair of tights at a time. Let's face it, when you've got a product that's scientifically proven by numerous independent studies, you just say it how it is. No hype required. Nowadays, SKINS' global headquarters sit in Switzerland but our Aussie roots remain with a regional office in Sydney. Global growth has also seen regional offices open in the UK, USA, France and Germany and we have a distributor network that spans every major region around the globe.

Check out skins.net for detailed information.