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## ATP AND FEDEX RENEW SPONSORSHIP

LONDON - The ATP and FedEx Corp. (NYSE: FDX) announce the continuation of the shipping giant's sponsorship as a global Platinum Partner of the ATP World Tour.

Under the agreement, FedEx maintains an international sponsorship programme for 17 tournaments across 13 countries, including the season-ending Barclays ATP World Tour Finals.

In 2013, the FedEx sponsored tournaments delivered record global exposure, reaching a dedicated TV audience of 485 million viewers, as well as 2 million spectators on-site.

FedEx and ATP have also collaborated to develop the FedEx ATP Performance Zone, an innovative digital media product on ATPWorldTour.com, enabling fans and media to compare the greatest players of the game across all eras and surfaces against their rivals, as well as delivering fans further insight into the sport's top athletes through the ATP player profile vignettes.

"FedEx has been a terrific sponsor of the ATP World Tour since 2010 and we're delighted to continue our relationship," said Laurent Delanney, ATP Commercial Director. "An association with an industry leader like FedEx reflects the strength and widespread appeal of our worldwide Tour. FedEx also provides valuable support to our organisation and our members in handling various logistical matters inherent to the global nature of our year-long Tour."

"The ATP World Tour has been an effective way for FedEx to engage in the community and connect with our customers on a global level," said Raj Subramaniam, executive vice president of Marketing and Communications at FedEx Services. "As a sponsor of the Tour, we are delighted to participate in the excitement and passion of tournament tennis."

The FedEx renewal represents the ATP's ninth sponsorship agreement in the last two years, a period of sustained commercial success for the ATP.

"ATP commercial revenues have increased 200% since 2009 when a number of structural changes were made to the Tour," said Delanney. "The continued growth of our fan base, with TV viewership of the ATP World Tour up more than 75% since 2008 is a testament to the generations of iconic athletes who have transcended our sport, as well as the strength of our global platform of tournaments."

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## **About FedEx**

FedEx Corp. (NYSE: FDX) provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. With annual revenues of \$45 billion, the company









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offers integrated business applications through operating companies competing collectively and managed collaboratively, under the respected FedEx brand. Consistently ranked among the world's most admired and trusted employers, FedEx inspires its more than 300,000 team members to remain "absolutely, positively" focused on safety, the highest ethical and professional standards and the needs of their customers and communities. For more information, visit news.fedex.com.

## **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 61 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 2014 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 top 8 qualified singles players and doubles teams, based on their performance throughout the year, will qualify to 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 2014 ATP World Tour No.1 presented by Emirates. For more information, please visit www.ATPWorldTour.com.







