



News Release

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ATP LAUNCHES 40-YEAR RANKINGS CELEBRATION AS PART OF NEW ATP HERITAGE CAMPAIGN

DUBAI — The ATP has announced the launch of a new ATP Heritage campaign on the back of a number of 40-year Emirates ATP Rankings celebrations planned for 2013.

The ATP Heritage campaign, launched today in Dubai by ATP Executive Chairman & President Brad Drewett, Novak Djokovic and Roger Federer, will serve as a platform through which the achievements of the world's greatest players throughout the rich history of the ATP are showcased and celebrated, in 2013 and beyond.

"Much of the success of the ATP World Tour today is owed to the wonderful champions from our past. Our tradition and history is something of immense value to everyone in our sport and, in 2013, we reach an important 40-year milestone with the beginning of the rankings in 1973," said Drewett. "The rankings formed the core foundations of the ATP over four decades ago and have become a true marker through which excellence is measured and greatness defined in men's professional tennis."

A number of different promotional initiatives celebrating 40 years of the Emirates ATP Rankings will take place throughout the 2013 season, ranging from a commemorative collectible book showcasing all former year-end ATP World Tour No. 1s; a gathering of former year-end ATP World Tour No. 1 players at a special celebration event in New York ahead of the US Open; new documentary-style TV programming; and a number of activations through new digital and social media content.

Federer, a five-time year-end ATP World No. 1 and the holder of a record 302 weeks at No.1, said: "The ATP rankings have formed such a significant part of our sport over the years. I've always thought that being ranked World No. 1 is considered the ultimate achievement. That's why for me, getting to the World No. 1 ranking in my career is something I'm very proud of. Having reached the pinnacle of the sport, alongside such a distinguished group of names, is amazing."

Djokovic, the two-time reigning ATP World Tour No. 1, said: "Finishing the 2012 season as year-end No.1 for a second time was definitely one of my greatest achievements in my career so far. It's a reward for all the physical and mental challenges that you face throughout the whole season, one of the toughest achievements in sport. To know that only 16 players have achieved it in 40 years says everything. It's a great feeling to be part of that elite group of players and I'll do everything I can to try to finish as No. 1 again in 2013."

With the support of its founding partner Rolex, the ATP Heritage campaign will recognize and celebrate all major ATP milestones and historic achievements in years to come, as well as showcasing the history of the ATP, the Emirates ATP Rankings, and the remarkable achievements of the world's greatest players throughout history.



“Rolex constantly strives to build on its heritage of excellence, acquired by successive generations over more than a century. Rolex is therefore a natural partner of the ATP Heritage campaign, and our support echoes Rolex’s long-standing and privileged relationship with tennis” said Arnaud Boetsch, Rolex Director Communication & Image.

All the different elements of the campaign will be brought to life through a bespoke new section on the ATP World Tour website, launching today. Join the celebrations at: www.ATPWorldTour.com/Heritage

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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 61 tournaments in 31 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 2013 ATP World Tour will 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 ranked 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 2013 ATP World Tour No.1 presented by Emirates. For more information, please visit www.ATPWorldTour.com.

About Rolex

Leading brand of the Swiss watch industry, Rolex, headquartered in Geneva, enjoys an unrivalled reputation for quality and expertise the world over. Its OYSTER watches, all certified as chronometers for their precision, are symbols of excellence, performance and prestige. Pioneer in the development of the wristwatch as early as 1905, the brand is at the origin of numerous major watchmaking innovations, such as the OYSTER, the first waterproof wristwatch, launched in 1926, and the PERPETUAL rotor self-winding mechanism introduced in 1931. Rolex has registered over 400 patents in the course of its history. A truly integrated manufacturing company, Rolex designs, develops and produces in-house all the essential components of its watches, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Rolex is also actively involved in supporting the arts, exploration, sports, the spirit of enterprise, and the environment through a broad palette of sponsoring activities as well as philanthropic programmes.