News Release

ATP WORLD TOUR.COM

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ATP AND HEAD EXTEND PARTNERSHIP THROUGH 2017

LONDON — The ATP today announced the extension of their partnership with HEAD for a further five years. Under the agreement, HEAD will continue to be the official tennis ball of the ATP World Tour, as well as the official ball of the Barclays ATP World Tour Finals, through 2017.

The agreement marks an extension to a partnership which began back in 1994, one which will celebrate its 20-year anniversary on 1 January 2013, making HEAD the longest-standing partner of the ATP.

“HEAD is one of the most established brands in our sport and has been a great partner for the ATP for many years,” said Brad Drewett, ATP Executive Chairman & President. “We’re delighted to extend our partnership a further five years and look forward to continuing to build on our successful relationship.”

All matches at this week’s Barclays ATP World Tour Finals at The O2 in London are being played with the HEAD ATP ball, which also served as official ball at the Shanghai Rolex Masters and BNP Paribas Masters in Paris this season.

“The continuation of our long-term partnership with the ATP strengthens our position as a leading brand on the ATP World Tour,” added Ottmar Barbian, Vice President and Division Manager HEAD Racquet Sports. “We are proud to not only provide the racquets for several outstanding players in the Top 10, but also to be trusted as official ball supplier to the Tour on an ongoing basis.”

“It’s the best ball in tennis,” said 2012 ATP World Tour No.1 Novak Djokovic. “Whenever I can, I definitely choose that ball!” Alongside Djokovic, HEAD players Andy Murray and Tomas Berdych are once again among the eight contenders battling for the title at this year’s Barclays ATP World Tour Finals at The O2 in London this week.

The HEAD ATP ball with Encore™ technology and SmartOptik™ felt for better visibility embodies three decisive advantages for pros and amateur players: it picks up more spin, allows even better control and stands out with its improved durability.

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About HEAD
HEAD NV is a leading global manufacturer and marketer of premium branded sports equipment. Its roots trace back to 1950 as Howard Head, the inventor of the first metal ski, founded the company.

HEAD's business is organized into five divisions: Winter Sports, Racquet Sports, Diving, Sportswear and Licensing. Products are sold under the HEAD (tennis, squash and racquetball racquets, tennis balls, tennis footwear, alpine skis, ski bindings and ski boots, snowboards, bindings and boots and sportswear), Penn (tennis and racquetball balls), Tyrolia (ski bindings) and Mares (diving equipment) brands.

The company´s key products have attained leading market positions based on sales and reputation and have gained high visibility through their use by many of today´s top ATP and WTA players, including Novak Djokovic, Andy Murray, Robin Soderling, Tomas Berdych, Maria Sharapova and Svetlana Kuznetsova.

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 62 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 ATP World Tour battle for prestigious titles and South African Airways 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 men's singles players and top 8 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 2012 ATP World Tour No.1 in singles and doubles. For more information, please visit www.ATPWorldTour.com.

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