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PROFESSIONAL TENNIS GOES MOBILE WITH “PRO TENNIS LIVE” OFFICIAL IPHONE APP

LONDON — The ATP and WTA announced today the launch of a first of its kind “Pro Tennis Live” iPhone application featuring live scores from both the ATP World Tour & WTA.

The new and official live scoring mobile application is available for free from the App Store and allows fans to follow their favourite professional tennis players, including the likes of Rafael Nadal, Roger Federer, Caroline Wozniacki and Serena Williams, in real time competing around the globe across 115 events in 43 countries throughout the season.

“Mobile technology continues to play an increasingly critical role in the way people consume sports and we’re happy to offer fans another convenient way to follow the latest official live tennis scores wherever they are,” said John Phillips, ATP senior vice president of digital marketing.

“Pro Tennis Live will provide enhanced value and entertainment to fans of tennis around the globe, and I am very pleased that the WTA and ATP have been able to come together to make this exciting application a reality,” said Henning Lindblad, WTA vice president of digital marketing.

“Pro Tennis Live”, available for download in 17 languages, showcases the following features:



- Live Scores
- Real-Time Match Statistics
- Completed Matches
- Player Head-to-Head Statistics & Past Results

“Pro Tennis Live” is available as a free download for tennis fans all over the world to follow every point, every match, and every ATP World Tour and WTA tournament throughout the season.

Download now:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=395227928&mt=8>

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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 62 tournaments in 32 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia and Europe to Africa; from North and South America to Asia, the stars of the ATP World Tour battle for prestigious titles at Grand Slams (non ATP members), ATP World Tour Masters 1000, ATP World Tour 500 and ATP World Tour 250 events. At the end of the season the world's top 8 ranked singles players and top 8 doubles teams, based on their performance throughout the year, will qualify to compete in the season's climax - the Barclays ATP World Tour Finals. Held at The O2 in London, the event determines the final South African Airways 2010 ATP Rankings. For more information, please visit www.ATPWorldTour.com.

About the Women's Tennis Association (WTA):

The WTA is the governing body of women's professional tennis, the leading global sport for women, with more than 2,225 players representing 91 nations competing for more than \$86 million in prize money at the WTA's 53 events and four Grand Slams in 33 countries. More than 4.9 million people attended women's tennis events in 2009 with millions more watching on television networks around the world. The WTA competitive season concludes with the WTA Championships in Doha, Qatar, from October 26-31, and the Commonwealth Bank Tournament of Champions in Bali, Indonesia, from November 4-7. Further information on the WTA can be found on www.wtatour.com.