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ATP ANNOUNCES SIGNIFICANT PRIZE MONEY INCREASES OVER NEXT THREE SEASONS ON ATP WORLD TOUR

LONDON — Following a meeting of its Board of Directors, the ATP has announced a multi-year agreement that will see prize money on the ATP World Tour increase significantly over the next three seasons, exceeding \$90 million* for the first time by 2014.

Over this period, prize money will increase for all tournaments, with ATP World Tour Masters 1000 events leading the way with a 9% increase in each of the next three years. As part of the agreement, prize money at the season-ending Barclays ATP World Tour Finals will increase 30% over the next three years from \$5 million to \$6.5 million. Additionally, the player bonus pool, which is payable to the world's top 12 eligible players, will increase 33% from \$6 million to \$8 million in 2014.

The increases reflect a remarkable period in which the sport's leading athletes have consistently performed on the world's biggest stages, taking the game to new heights and helping to attract more fans than ever, resulting in record attendances, increased television and online viewership and new sponsors.

Adam Helfant, ATP Executive Chairman & President, said: "We are very pleased to have reached this agreement that reflects the fact that business across the ATP World Tour is stronger than ever. We are privileged to be experiencing a golden era in men's professional tennis, and it is fitting that the commitment and excellence of the players is recognized and rewarded in this way."

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*Does not include Grand Slams

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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 to Europe and the Americas to Asia, the stars of the ATP World Tour battle for prestigious titles and South African Airways 2011 ATP Rankings points at Grand Slams (non ATP events), ATP World Tour Masters 1000, ATP World Tour 500 and ATP World Tour 250 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 2011 ATP World Tour No.1 in singles and doubles. For more information, please visit www.ATPWorldTour.com.



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