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TICKETS TO BARCLAYS ATP WORLD TOUR FINALS IN LONDON NOW ON PUBLIC SALE

ATP announces “Fan Zone,” other enhancements for 2010 event

LONDON, United Kingdom – Tickets to the 2010 Barclays ATP World Tour Finals went on public sale today, as the ATP announced key changes set to take place at the event at The O2 in London this November 21st-28th.

The Barclays ATP World Tour Finals is the year-end culmination to the men’s professional tennis season, featuring only the world’s best eight singles players and doubles teams.

The event moved from Shanghai to London in 2009 for a period of five years and enjoyed huge success in its first year in the capital, setting an all-time indoor tennis attendance record with 256,000 fans over eight days.

Highlights of this year’s event include:

- A new 6,725 square metre “Fan Zone” will be introduced at The O2, including an interactive kids’ area, shops, bars and two practice courts with seating for 400 people, which will be accessible to non ticket holders.
- The scheduling of matches will be brought forward in order to better accommodate fans, players and media. Notably, the evening singles match will begin at 8:00PM, 45 minutes earlier than the 2009 start time.
- On the final Sunday of the event, the singles final will be pushed back to 6PM, ensuring that the winner of Saturday evening’s semi-final will have sufficient time to recuperate before Sunday’s final.
- Sky Sports returns as broadcast partner and will cover all singles and doubles matches. An agreement for terrestrial coverage will be announced shortly.
- The 2010 Barclays ATP World Tour Finals is supported by a healthy roster of sponsors, including title sponsor Barclays, Corona, Ricoh, South African Airways, Enel, Lacoste, Rolex, Pacific and Head.
- The event is accessible to all fans, with the lowest entry ticket remaining at £20, and all tickets for children 16 and under at half price.
- Tickets are available from today at www.BarclaysATPWorldTourFinals.com or by calling 0844 847 2495 within the UK. Overseas customers should call +44 161 372 0025.

Adam Helfant, ATP Executive Chairman and President, said, “Last year’s Barclays ATP World Tour Finals was more successful than anyone could have imagined. Tennis fans came out and supported the event in a big way, showing their passion for the game. The feedback from our players about



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competing in the dramatic setting of The O2 was also terrific. With the addition of a new “Fan Zone,” additional practice courts open to the public and earlier start times, we are looking forward to an even better event in 2010.”

With all eight qualification spots still up for grabs in singles and doubles, everything is to play for in the 2010 season as players bid to qualify for the biggest indoor tennis tournament in the world.

Current World No.1 and 4-time winner of the event Roger Federer will be bidding to qualify for an incredible 9th consecutive year. The Swiss has already set his sights on glory in London. “It’s nice to be able to compare yourself against the best at the end of the season. I’ve always had a great time at the World Tour Finals, especially last year in London and this year I’d like to get the win back because I haven’t won it in a few years now. I’m sure it’s going to be a very special event for the players and the fans,” said Federer.

British No.1 Andy Murray will also be heavily tipped to qualify for the event and would relish the chance to play against the world’s best players on home soil at the end of the season. “I had a couple good wins at the World Tour Finals [last year] and at Wimbledon my results have been good the last couple of years. Like in football, home support always helps,” he said.

The Barclays ATP World Tour Finals has a rich history, with previous champions including some of the world’s greatest ever tennis players. John McEnroe won the first of his three titles in 1978 and Bjorn Borg won back-to-back titles in 1979-80. Andre Agassi, Pete Sampras and Boris Becker all captured the title in the 1990s.

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About the Barclays ATP World Tour Finals

The Barclays ATP World Tour Finals is the year-end culmination to the men’s professional tennis season, featuring only the world’s best eight qualified singles players and doubles teams. Played using a round-robin format, the top eight ATP World Tour stars all play three matches as they battle for a berth in the knockout semi-finals and final. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000, the event has taken place in cities such as Lisbon, Sydney, and most recently Shanghai. The event will be held The O2 in London until 2013.

