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## ATP AND TECNIFIBRE ANNOUNCE NEW PARTNERSHIP

**MELBOURNE** — The ATP and leading tennis equipment manufacturer Tecnifibre have announced a new five-year partnership in which Tecnifibre becomes an Official Partner of the ATP World Tour from today. The Paris-based global manufacturer will provide the Official Racquet, String, Bag and Accessories of the ATP World Tour, as well as becoming an official sponsor of the Barclays ATP World Tour Finals, through 2017.

As part of the agreement, ATP players will have access to Tecnifibre's wide range of high quality products, including a bespoke new product line. The partnership will also see the launch of a new "On the Road to the ATP World Tour" programme, a promotional initiative targeted towards a younger generation of both players and fans.

Current ATP World No. 9 Janko Tipsarevic will become a programme ambassador, serving as a mentor to four selected Tecnifibre Junior Team players who will be 'On the Road to the ATP World Tour'. The programme will be brought to life through a [new section](#) on ATPWorldTour.com, giving fans an opportunity to interact and share experiences with players as they strive for success on the ATP World Tour.

Brad Drewett, ATP Executive Chairman & President, said: "Tecnifibre is a fantastic brand with a long history in tennis, and we look forward to working together over the next five years as we implement a meaningful and mutually beneficial partnership, in particular focusing on targeting a younger generation of players and fans."

Thierry Maissant, CEO, Tecnifibre, said: "Nobody was born a top player. Tecnifibre and the ATP are joining efforts to inspire a new generation of players, to motivate them to become better tennis players.

"As the market leader for producing technical equipment for tennis players, and now with the backing of the ATP, we have developed a unique range of products which we are extremely proud of. Janko, our team leader, has already adopted these new products for the 2013 season. We look forward to a successful partnership," said Maissant.

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**About Tecnifibre**

Tecnifibre is a French brand, created in 1979 by the current CEO Thierry Maissant. Since its inception, Tecnifibre has built a worldwide reputation in the Tennis and Squash markets as a brand which supplies specialized technical equipment. The mission of the brand is to implement real innovations for players to unleash their maximum potential. The entire marketing team is made up of passionate people, driven by the search for cutting edge technology to help players perform better on the court.

At Tecnifibre, we love competition. The ambition of the brand is to help young players reach their potential, not only as competitors, but as people. Our recruitment is based on playing level, but also the ability to share our corporate mindset.

For more information please [visit www.tecnifibre.com](http://www.tecnifibre.com)

**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 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](http://www.ATPWorldTour.com).