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ATP LAUNCHES MYATP SOCIAL APP

LONDON – The ATP announced today the launch of MyATP powered by Vixlet, a social networking app built around passions, connecting tennis fans’ enthusiasm for the ATP World Tour, its players and tournaments like never before.

Available on the [App Store](#) and [Google Play](#) as well as through a desktop experience on [www.MyATP.com](#). MyATP provides the latest news and digital content from the ATP World Tour, as well as exclusive content from players and tournaments around the world.

The app was officially launched on Thursday evening by the world’s top eight singles players at City Hall in London ahead of this year’s Barclays ATP World Tour Finals, and via ATPWorldTour.com.

“There is no doubt that the advent of social media has revolutionized the way in which people are engaging with their interests and passions,” said Chris Kermode, ATP Executive Chairman & President. “I am pleased that the ATP, together with Vixlet, are at the forefront of this new technology that will enable fans to experience the ATP World Tour on a level never imagined before.”

Vixlet, a Los Angeles, California-based company and Gold Partner of the ATP World Tour, is powering the new social networking platform, providing unique technology for tennis fans around the globe.

“ATP has always strived to be at the leading edge of innovation when it comes to delivering unique experiences for its fans around their passion for tennis,” said Krishna & Lisa, Co-Founders of Vixlet. “In continuance of this spirit, we feel very privileged and excited to have worked with ATP to reimagine the digital future of fans, tournaments, and players with MyATP whilst pushing the frontiers of social media.”

The Barclays ATP World Tour Finals begins Sunday at The O2 in London.

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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 2015 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 qualified singles players and doubles teams 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 2015 ATP World Tour No.1 presented by Emirates. For more information, please visit [www.ATPWorldTour.com](#).



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About Vixlet

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