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ATP AND VIXLET JOIN FORCES

LONDON — The ATP announced today a strategic partnership with Vixlet, a next generation social network built around passions, connecting tennis fans' enthusiasm for the ATP World Tour, its players and tournaments like never before.

Vixlet, a Los Angeles, California based company, also becomes a Gold Partner of the ATP World Tour, alongside Rolex, Moët Chandon and Enel, as well as a Gold Partner of the Barclays ATP World Tour Finals. Vixlet will debut with an on-court presence at the 2014 edition of Barclays ATP World Tour Finals alongside an interactive fan experience at the season finale's venue, The O2 in London.

"In an ever changing digital and social space, we are very excited by the magnitude of the Vixlet technology offerings for ATP that will allow fans to experience and consume tennis in ways unprecedented," said Chris Kermode, ATP Executive Chairman and President.

"The partnership with ATP reflects our mutual deep commitments to constant innovation, thought leadership and delivering the best-in-class technology for tennis fans around the globe," said Vixlet's Executive Chairman Krishna Gopala. CEO, Lisa Gopala, adds, "Our collaboration with ATP marks the new beginning of a powerful triangulation of sports, entertainment, and technology. We are excited to bridge the global passion for the ATP with Vixlet."

The ATP and Vixlet technology initiatives will roll out to fans mobile first in the second quarter of 2015 and will be available on all major platforms, including ATPWorldTour.com. Fans can pre-register to be the first to receive updates and more on ATPSocial.com.

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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 61 tournaments in 31 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 2014 ATP World Tour 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, 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 2014 ATP World Tour No.1 presented by Emirates. For more information, please visit www.ATPWorldTour.com.

About Vixlet



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Vixlet is a social network of tomorrow, connecting passions, today. The company is based in Los Angeles, California.



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