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## ATP AND ROLEX EXTEND PARTNERSHIP

LONDON – The ATP and Rolex have announced a multi-year extension of their partnership. The agreement sees Rolex continue as the Official Timekeeper of the ATP World Tour, as well as the season-ending Nitto ATP Finals at The O2 in London, through to 2020.

Rolex has a long-standing relationship with tennis, promoting precision, excellence and innovation in the sport for more than 40 years. The Swiss watch brand is a sponsor of many of the leading tournaments, and is proud to count Roger Federer, the longest-standing No.1 in the history of the sport, among its family of Testimonees.

Chris Kermode, ATP Executive Chairman & President, said: “Rolex is a brand that is steeped in the history of professional tennis. They have been a valued partner of our season-ending finale since 2005, and to the ATP World Tour since 2013, and their commitment to our sport speaks volumes. We’re delighted to extend our successful partnership.”

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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 64 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 2017 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 Nitto ATP Finals. Held at The O2 in London, the event will officially crown the 2017 ATP World Tour No. 1 presented by Emirates. For more information, please visit [www.ATPWorldTour.com](http://www.ATPWorldTour.com).

### About Rolex

Rolex, the Swiss watch brand headquartered in Geneva, enjoys an unrivalled reputation for quality and expertise the world over. Its Oyster and Cellini watches, all certified as Superlative Chronometers for their precision, performance and reliability, are symbols of excellence, elegance and prestige. Founded by Hans Wilsdorf in 1905, the brand pioneered the development of the wristwatch and is at the origin of numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism invented in 1931. Rolex has registered over 400 patents in the course of its history. A truly integrated and independent manufacturing company, Rolex designs, develops and produces in-house all the essential components of its watches, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Rolex is also actively involved in supporting the arts, sports, exploration, the spirit of enterprise, and the environment through a broad palette of sponsoring activities, as well as philanthropic programmes.

Official Website: [www.rolex.com](http://www.rolex.com)