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ATP AND ENEL EXTEND PARTNERSHIP THROUGH 2016

LONDON - The ATP has announced a three-year renewal of its partnership with ENEL, Italy's largest power company and a leading international electricity provider serving 61 million customers across 40 countries. ENEL has been a Gold Partner of the ATP World Tour since 2007 and will continue to benefit from on-site brand activation at selected ATP World Tour tournaments through 2016.

In 2013, ENEL-sponsored ATP tournaments were watched by over 167 million TV viewers and attended by 562,000 fans. The new partnership will be centred around some of the most prestigious events on the ATP World Tour, including two ATP World Tour Masters 1000 events - the Sony Open Tennis in Miami, and the Internazionali BNL d'Italia in Rome - and the season-ending Barclays ATP World Tour Finals at The O2 in London.

The partnership will continue to promote the ENEL brand and services, not only in those key markets, but around the world through the ATP's global TV coverage, which has increased 75% since 2008.

"We thank ENEL for their loyalty and look forward to celebrating our 10 years of collaboration. Renewing a partnership for a third time, as we are with ENEL today, is extremely rewarding," said Laurent Delanney, ATP Commercial Director. "It means a lot, especially in such a competitive and fast changing environment. This renewal shows that we are successfully adapting and tailoring our sponsorship packages to our partners' objectives.

"I am also proud that ENEL's decision to continue our collaboration is based on facts and figures," added Delanney. "To give an example, in 2013, ENEL's exposure generated by the TV broadcast of their sponsored ATP tournaments increased by 26% in comparison with the previous year. Our sponsorship programmes deliver tangible results for our partners."

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About ENEL

Enel is Italy's largest power company and Europe's second listed utility by installed capacity. It is a leading integrated player in the power and gas markets of Europe and Latin America, operating in 40 countries across 4 continents overseeing power generation from over 98 GW of net installed capacity and distributing electricity and gas through a network spanning around 1.9 million km to serve approximately 61 million customers.



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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 30 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.



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