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## ATP and Emirates Take Partnership to New Heights

LONDON – The ATP and Emirates announced a new partnership on Sunday that will see the award winning airline elevate its status to the Premier Partner of the ATP World Tour from 2016. The five-year agreement represents the biggest sponsorship deal in the history of the ATP.

As Official Airline and Premier Partner of the ATP World Tour, Emirates will benefit from global marketing rights delivering a powerful and consistent presence via the Tour's iconic net branding at approximately 60 tournaments worldwide to reach a cumulative broadcast audience in excess of 800 million. The partnership also provides a platform across the tournaments to experience Emirates' unrivalled hospitality and will see extensive activation through the Tour's official website ATPWorldTour.com, the No.1 tennis portal in the world with over 325M visits a year.

"It says a lot about where we are as a sport that an industry leader in Emirates, such a highly regarded and well established player in the sports marketing world, has chosen to further increase its presence and association with the ATP World Tour," said Chris Kermode, ATP Executive Chairman & President. "The partnership provides a long term commitment and a true vote of confidence for the future health of our sport. We look forward to continuing and developing the successful partnership we have built over the years."

"Emirates is pleased to enhance its partnership with the ATP World Tour," said Boutros Boutros, Emirates Divisional Senior Vice President Corporate Communications, Marketing and Brand. "For Emirates, the global reach offered by sponsoring the ATP World Tour affords us the opportunity to connect and engage with millions of tennis fans around the globe. Emirates offers direct flights to nearly 90 percent of the 32 countries visited by the ATP World Tour making this partnership particularly relevant for our customers. Tennis truly is an international sport and it is our own appreciation of this sport that has been the catalyst behind our growing tennis sponsorship portfolio."

In 2016, the ATP World Tour will unfold across 62 tournaments in 31 countries in six continents. With 4.3 million fans attending on-site and more than 880 million dedicated TV viewers across the season, the Tour has attracted record audiences in recent years. The 2015 ATP World Tour season, culminating today at the Barclays ATP World Tour Finals at The O2 in London, is set to hit an all-time annual attendance record.

Emirates has been a Platinum partner of the ATP World Tour since 2013, as well as title sponsor of the Emirates ATP Rankings. Today's announcement sees Emirates replace Corona as the Tour's Premier Partner following the expiration of the agreement with the Mexican beer brand at the end of this year.

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

### About Emirates and Tennis

Emirates, a global connector of people and passions, use its vast portfolio of international sports and cultural sponsorships to bring people together to discover, enjoy, and share enriching experiences.

Emirates' tennis portfolio includes some of the most high profile events on the ATP and WTA Tours and three of the four Grand Slams – the French Open at Roland Garros, the Australian Open and the US Open, the fourth and final grand slam of the tennis calendar. As well as this, the airline is the Title Sponsor of the Emirates Airline US Open Series consisting of nine events in the North America which culminates in the US Open and Title Sponsor of the Emirates Australian Open series consisting of five events in Australia. In addition, Emirates is proud to be associated with the Dubai Tennis Championship, Barcelona Open and Rogers Cup.

A five-year global partnership with the ATP sees Emirates as Premier Partner of the ATP World Tour from 2016 as well as remaining Title Sponsor of the Emirates ATP Rankings. This exciting partnership with the ATP enables the airline to engage with tennis fans across a number of different mainstream and digital platforms, as well as the season-ending Barclays ATP World Tour Finals.

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