



26 September 2013

## ATP AND PROSERIES ANNOUNCE NEW PARTNERSHIP

LONDON - The ATP and PROSERIES have announced a new partnership in which PROSERIES Ice Wraps become the Official Ice Wrap of the ATP World Tour. The sports medicine company receives worldwide marketing rights in a two-year affiliation through 2015.

"We're pleased to have signed this agreement with PROSERIES that will further enhance the service we provide to our players in helping them compete at the highest level on the Tour," said Andre Silva, ATP Chief Player Officer. "The health of our players is paramount for the overall success of the Tour."

PROSERIES manufactures a line of ice wraps used to control pain, inflammation, and aid healing. The ice wraps are joint specific and allow athletes to apply ice with compression to common and hard to reach areas including elbows, knees and shoulders. PROSERIES ice wraps are made in the USA.

"After working behind the scenes for years with the ATP, PROSERIES is excited about our new partnership agreement, and we look forward to supplying the men's professional tennis tour for years to come," said Dave Schroeder, Director of Operations, PROSERIES. "It is gratifying to know that our products are helping the world's best athletes, like those on the ATP World Tour, to stay healthy and compete at their best."

PROSERIES becomes an official supplier of the ATP World Tour and will provide products as required by ATP physiotherapists and players on Tour.

###

### Media contacts:

ATP: Simon Higson, [shigson@atpworldtour.com](mailto:shigson@atpworldtour.com)

PROSERIES: Dave Schroeder, [dave@proseriesusa.com](mailto:dave@proseriesusa.com)

### About PROSERIES

PROSERIES LLC, founded in 1999 and based in Southern California, is a manufacturer of Made in USA cold therapy products. PROSERIES ice wraps have received a tremendous following from leading orthopedic physicians, physical therapy clinics and professional athletes. Regardless of your level of performance, from amateur athlete to high level professional, we will help you stay healthy and function at your best! To find out more about PROSERIES, please visit [www.proseriesusa.com](http://www.proseriesusa.com)

### 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 2013 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, based on their performance throughout the year, will qualify to compete for the last title of



PLATINUM PARTNERS





the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event will officially crown the 2013 ATP World Tour No.1 presented by Emirates. For more information, please visit [www.ATPWorldTour.com](http://www.ATPWorldTour.com).



PLATINUM PARTNERS

