



TENNIS INDUSTRY CONTINUES TO EXPERIENCE POSITIVE GROWTH USTA/TIA Announce Creation of "Tennis Health Index"

FLUSHING, N.Y., September 7, 2007 – The USTA and TIA today announced that tennis has continued to show growth in numerous key areas in both 2006 and first and second quarter 2007. These trends are consistent across several categories of tennis equipment sales, and represent over three years of continuous growth.

Some key Tennis Industry sales highlights (source: TIA census report):

- Year-end total racquet shipments in 2006 showed an overall increase (in units) of 1.8% over 2005 and are up 29.7% since 2003
- Youth racquet sales were up 2.8% in 2006 and have increased 48.9% since 2003
- Racquet sales continue to increase in 2007, up 5.3% over 2006 for the first two quarters
- Year-end total ball shipments in 2006 increased 8.1% (in units) over 2005 and are up 11.5% since 2003
- Ball shipments in the first half of 2007 has increased .7% versus first half 2006

The creation of a "Tennis Health Index" has also been announced, which will help to provide a variety of data on the overall state of tennis in the United States. This "Tennis Health Index" will combine a variety of tennis matrix in order to provide a series of checks and balances rather than relying on a single measure.

The "Tennis Health Index" will be comprised of the following barometers:

- USTA/TIA Phone Survey – reaching 6,000+ households (14,000+ individuals)
- SGMA Online Partnership Survey – reaching 60,000+ individuals
- NSGA Participation Survey – reaching 10,000 household participants
- TIA Ball Shipments (units)
- Grass Roots Monitor – monitoring court occupancy and program activity at over 500 key tennis facilities in 50+ key markets throughout the U.S.

"Rather than using our USTA/TIA participation study as the sole barometer of growth, we will look at a variety of measures which will better enable us to see trends from year to year," said Kurt Kamperman, Chief Executive, Community Tennis, USTA.

"The Tennis Health Index will be a tool that the tennis industry uses to proactively monitor the key components that will help tennis continue to grow in the years to come," said Dave Haggerty, President, Tennis Industry Association.

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The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level -- from local communities to the highest level of the professional game. It owns and operates the US Open, the largest annually attended sporting event in the world, and launched the US Open Series linking 10 summer tournaments to the US Open. A not-for-profit organization with 700,000 members, it invests 100% of its proceeds in growing the game. In addition, it owns the 94 Pro Circuit events throughout the U.S., and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. For more information on the USTA, log on to usta.com.

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