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SECOND ANNUAL TENNIS FORUM TO BE IN NYC ON AUGUST 25, 2008

Hilton Head Island, SC (July 7, 2008) – The TIA and USTA will share the news in tennis at the second annual TIA Tennis Forum, presented by *Tennis Magazine*, on Monday, Aug 25, at the Grand Hyatt in New York City, in conjunction with the 38th Annual USTA Tennis Teachers Conference.

The hour-long Forum, which is free to registered attendees, will celebrate the sport and serve as a rallying point for the industry. Topics will include the latest research in tennis, an overview of key USTA and industry initiatives, and other news in the sport. In addition, the inaugural class of inductees for the new Tennis Industry Hall of Fame will be announced.

"Last year's Forum was an important opportunity to come together and present the facts and our unified mission of tennis growth," says TIA President Dave Haggerty. "This year, we look forward to sharing the news about tennis participation, equipment sales, league play and much more, including key research that can help your business. Also, we're pleased to announce our first Tennis Industry Hall of Fame class, honoring those who have made a significant impact on the sport."

Some of the research will include how tennis is weathering the overall economic climate. "We know there are many challenges for retailers and manufacturers," says TIA Executive Director, Jolyn de Boer. "But our research shows that people are still going out to play tennis, which is certainly a bright spot in this industry."

The forum will start at 9 a.m. in Manhattan Ballroom at the Grand Hyatt (immediately following the 8:30 a.m. USTA awards presentation). Admission is free and includes breakfast for all registered attendees, along with an information packet. There will be a question-and-answer session. Attendees also will be able to submit questions for any speaker that will then be answered online in an open forum.

The Tennis Industry Association, the not-for-profit trade association for tennis, is THE unifying force in the tennis industry whose mission is to promote the growth and economic vitality of tennis by working closely with the USTA and industry partners to develop and implement initiatives to increase tennis participation. Core TIA activities include TIA/USTA Tennis Health Index, Consumer and Trade Research, Growing Tennis System including Tennis Welcome Centers, Cardio Tennis, 50-50 Co-op Program, Quickstart Tennis and TennisConnect.org. For more information, please visit TennisIndustry.org or GrowingTennis.com or call the TIA at 843-686-3036.

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