



**FOR IMMEDIATE RELEASE**

Contact: Marty Mohar: 866-686-3036 x. 227  
Marty@TennisIndustry.org  
Peter Francesconi: 866-686-3036 x. 203  
Peter@TennisIndustry.org

## **TennisConnect Renames Facilities Software, Debuts Innovative Retailer Version**

‘TennisConnect Facility’ joins suite of industry software products, which includes a new ‘Retailer’ version with online catalog and branded web pages.

HILTON HEAD ISLAND, S.C. (Sept. 1, 2009) — TennisConnect, the leader in software solutions for the tennis industry, announces a name change to its software package that will make it easier for tennis providers to find the product that is right for their business.

TennisConnect Facility is the new name for the former TennisConnect Professional. The name more accurately reflects TennisConnect’s commitment to providing clubs and facilities with software solutions designed specifically to support their efforts to expand their player base, communicate more effectively with members, allow for online registration and enrollment capabilities, and reduce administrative time and costs.

In addition, the recently-released TennisConnect Retailer software allows authorized tennis retailers to take their operation online with their own branded website—all with manufacturer-approved images and content. With support from a growing list of manufacturers, such as Head, Prince, Wilson, Babolat and Dunlop, retailers also have access to marketing programs and other online material that will help them sell more product through their own store websites.

“TennisConnect has established itself as the premier platform for many tennis providers, from Community Tennis Associations and independent teaching entrepreneurs, to facilities, pro shops and specialty retailers,” says Jolyn de Boer, executive director of the Tennis Industry Association, which provides the TennisConnect software.

- more -

“The ‘Facility’ name change better reflects the ‘edition’ of TennisConnect that is appropriate for a given provider,” she adds. “And with the new TennisConnect Retailer, manufacturers are stepping up and offering support that will boost traffic to the retailers’ own websites and help their sales. Dealers now have the opportunity to display product online.”

The TennisConnect suite of products consists of: **TennisConnect**—the software for managing contacts, group email communications, an interactive calendar and a hosted website; **TennisConnect Facility**—which adds facility-specific features for online court reservations and associated lesson-search functions; and the new **TennisConnect Retailer**—which adds software to support an online shopping catalog, demo racquet center and String Center, and manufacturer-supported branded web pages.

“Each version of the TennisConnect software utilizes the same core technology, allowing a customer to upgrade seamlessly,” says Charlie Ruddy, TennisConnect product manager. (For facilities that have a retail operation, TennisConnect Facility can be easily upgraded to the new Retailer edition for a small monthly fee).

Also available with all TC editions is “TennisCollect,” which adds integrated pricing rules for court time, lessons, enrollable events, and membership dues and fees, as well as payment options for account charges or online credit-card payments, says Ruddy.

For more information on TennisConnect, including finding the edition that is right for your business, visit [TennisConnect.com](http://TennisConnect.com) or contact Marty Mohar at the Tennis Industry Association, 866-686-3036 x. 227 or [Marty@TennisIndustry.org](mailto:Marty@TennisIndustry.org).

---

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 U.S. Tennis Association 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, GrowingTennis System™ including Tennis Welcome Centers, Cardio Tennis, 50-50 Co-op Program, QuickStart Tennis and [TennisConnect.org](http://TennisConnect.org). For more information, visit [TennisIndustry.org](http://TennisIndustry.org) or [GrowingTennis.com](http://GrowingTennis.com) or call the TIA at 866-686-3036.

###

**Tennis Industry Association**  
117 Executive Center  
Hilton Head Island, SC 29928

Phone: (843) 686-3036  
Fax: (843) 686-3078  
[www.tennisindustry.org](http://www.tennisindustry.org)