

MEMO FROM TENNIS WEEK

Re: Tennis Week Re-launch and Plans

I want to personally thank everyone at the TIA for your support and update you on the re-launch of Tennis Week. The response that we have received has been absolutely phenomenal and exceeded all our expectations. We quadrupled our direct subscriber base in 6 days and created completely new demographics for the magazine with female and male markets including that most elusive but so sought after youth age group. We re-signed agreements with the ETA, USPTA, PTR and ITA and have received hundreds of letters as well from their members who love the new publication.

We also realize that this magazine is still evolving and, consequently, are responding to the valid feedback that we have received.

In the next issue, we will include the Roving Eye, Court Report, the Calendar and the Rankings. 'Letters to the Editor' never left but was going to surface in the second issue when we had received letters. Also featured will be more tennis stories including previews from Richard Evans and Steve Flink and a couple of surprise authors whom you will all recognize immediately. Likewise, Andre Christopher has come on board again to help me revise the front section of the magazine, The Fix, to make it more 'ace-like' and newsworthy.

Overall, the reaction that I have heard from those who stopped by our booth at the Sony Ericsson Open this past week was certainly encouraging-we sold more subscriptions in three days than we did in two years at the Ericsson. Interest for specific features and sections ran the gamut from all ages and sexes, from the club to the pro players.

Ultimately, it is our goal to continue creating a broader audience and attracting more people to the sport with a snappier, more contemporary publication-the type of publication that Gene wanted. I look forward to hearing your thoughts and certainly value your continued support.

Best always, Andrea Leand
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