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New TIA Publication Outlines Tennis Industry Growth Strategies

HILTON HEAD ISLAND, SC (Aug. 15, 2011) — The Tennis Industry Association has a long-standing mission of promoting the growth and economic vitality of the tennis industry. While the economy and other factors are challenges our industry must face, we must also remain focused on our long-term strategies and efforts to help grow our sport and the overall tennis economy.

To ensure the TIA remains focused on core strategies to support long-term growth, as well as address the day-to-day challenges we all face, we have updated our **Strategic Overview**. (Visit TennisIndustry.org to find out more.)

In addition to aligning our focus more clearly to our core strategies, the TIA has been very active in addressing specific areas of our industry. We'd like to touch on a few of those areas and provide some exciting updates.

Frequent Tennis Players

Growing the number of frequent players continues as our central theme and will drive overall economic growth for our industry.

- While only 17% of total participation, frequent players drive more than 70% of the economic impact for our industry.
- For both short- and long-term growth, it's critical that we initiate and sustain strategies to support new players starting on a proper pathway to becoming long-term frequent players/consumers.
- We also need to focus collectively on increasing total annual play occasions among the current frequent-player base.

To further support this area, we are excited to announce a major update and the elevation of focus behind a new tool for our sport and industry: PlayTennis.com.

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PlayTennis.com

The TIA began to plan the launch of PlayTennis.com last year, but it was clear for this site's impact to reach its full potential, we would need further support and integration with the USTA along with expanded partnership involvement across the industry. The USTA made a major commitment toward resources for our shared plans for PlayTennis.com. We then put together a steering committee of representatives from various aspects of the industry to work with the USTA to guide and support this effort.

- PlayTennis.com will be a "grand central station" of information for consumers to easily get on the pathway to becoming a frequent player.
- It will provide a comprehensive database of facilities, programs, retailers, teaching pros and other user-friendly information and resources so consumers can find local programs and opportunities to play tennis.
- It will provide tools for existing players to increase their total play occasions.
- PlayTennis.com will be a neutral branded site so everyone in our industry can equally provide awareness and ongoing support.

Quite simply, if anyone ever asks you how they can learn more about getting into tennis, where to play, what local programs are available (for all levels), where to see professional or college tennis, or where to learn more about entering competitive events—you can tell them, "Go to PlayTennis.com." The TIA will provide additional information during our meetings at the US Open, with the planned launch of PlayTennis.com in Q1 2012.

10 and Under Tennis

The USTA's 10 and Under Tennis initiative is already showing positive signs of short-term success and the building of key elements for longer term, sustainable growth. The USTA has committed \$8 million toward resources to continue the awareness, infrastructure support, and program resources behind 10 and Under Tennis.

- From the early stages of the initiative, the TIA has been the bridge to ensure alignment among the various equipment manufacturers so there is a consistent product approach and specification that directly supports 10 and Under Tennis guidelines.
- Through the first half of 2011, the "Transition Tennis Balls" category has experienced 93% growth in unit shipments (the regular tennis ball business for 2011 remains flat).
- The USTA has developed some very powerful marketing tools to help promote 10 and Under Tennis to consumers. These include the "Fields" commercial, a PSA featuring Michelle Obama and most recently a TV commercial called "Storytime" featuring Andre Agassi and Steffi Graf. To see all of these videos and find out more go to www.10andundertennis.com
- The USTA is also offering a free membership for first time USTA members 10 and under. In the first three months almost 20,000 kids have joined the USTA!

Tennis Retailers

One of our challenges is the erosion of business that tennis retailers and manufacturers continue to face in the shadow of our country's larger economic situation. This is a pivotal point for our industry, as consumer purchase cycles and value expectations continue to evolve.

- The TIA continues to develop a collection of tools and resources at TennisRetailers.org that retailers can utilize to support growing their business in different areas.
- The TIA has also enlisted an outside retail consulting group to help generate various business insights and tips, supporting education and awareness of opportunities to improve profitability and efficiencies.
- We have also implemented a "Retail Focus Panel" to provide a clearer voice for tennis retailers at all levels and build a stronger bridge for both finding and implementing tools and solutions to assist retailers day to day.
- In addition, the TIA is spearheading the retail efforts for 10andUnderTennis.com, where tennis retailers can list their retail store information on consumer searches for 10 and Under Tennis equipment and receive a free kit of promotional and marketing materials.

The TIA will continue to take a leadership position in working with the USTA to bridge a stronger focus and understanding of opportunities to support broader retail initiatives.

State of the Industry Report

Prior to the US Open, the TIA will issue its new "State of the Industry" report—based on final 2010 economic and tennis industry figures. We wanted to create an entirely new macro-reporting approach based on the many micro-analytics and research reports the TIA is responsible for generating monthly, quarterly and annually.

- The State of the Industry will provide key macro-economic indicators and trends that reflect where we have been, where we are today, and what we need to be more aware of to affect tomorrow.
- Going forward, the TIA plans to publish this report by March 30 of each year to cover the prior year's updated data and any multi-year trends as they develop.
- At the upcoming TIA Tennis Forum and Board meeting during the US Open, we will summarize the findings of our State of the Industry report.

We are at a critical point for our industry in several respects, but we have in place key new initiatives in working with the USTA that can positively affect the overall tennis economy and our sport in the years ahead. Early signs of success are promising, but we know we face serious challenges to support future growth and navigate the current economic situation. The TIA is committed to our ongoing strategic approach to ensure long-term growth overall for our sport and industry.

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About the TIA

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 and improve the health of industry businesses. Core TIA activities include TIA/USTA Annual Participation Study, Consumer and Trade Research, GrowingTennis System™ including Tennis Welcome Centers, Cardio Tennis, 50-50 Co-op Program, 10 and Under Tennis, Careers in Tennis and TennisConnect.com. Visit TennisIndustry.org or call 866-686-3036.

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