

GROW THE GAME WITH playtennis.com

With a simple, unified message, this non-branded industry “hub” is aimed at increasing the number of frequent players and boosting the tennis economy.

Recreational tennis players, non-players, and tennis fans will soon have a new home when it comes to finding out everything they need to know about getting into the game: PlayTennis.com.

The new PlayTennis.com—to be re-launched to consumers in May—will be one of the largest unified industry initiatives designed to grow the game and increase the number of frequent players. The website will serve as a non-branded “hub” for information and opportunities for consumers to easily get on the pathway to playing more tennis, because increasing the number of frequent players is essential to the continued growth of the tennis economy—and the game.

With 80 percent of the U.S. population using the internet and more than 97 of every 100 people in the U.S. with a mobile phone (according to the World Bank/International Telecommunication Union), tennis is taking advantage of the latest technology in a big way. PlayTennis.com will provide consumers with the ability to find all things tennis, including teaching pros and coaches, programs, courts, retailers, playing partners, leagues and more.

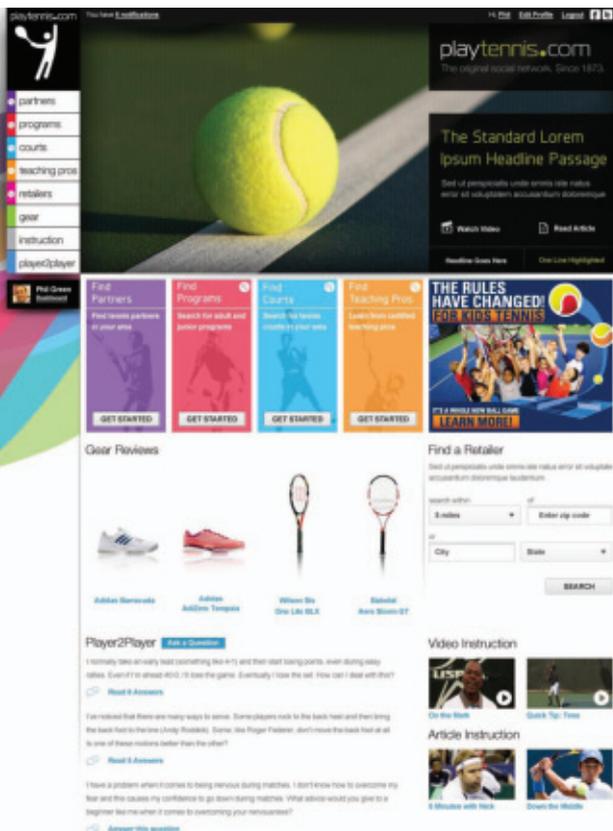
Yet PlayTennis.com has a very simple message.

“The name—PlayTennis.com—is easy to remember, and it conveys the message of what we want people to do: play tennis!” says TIA President Jon Muir. “It will be the site to which all of us in the industry will point potential consumers and players as the primary source of tennis consumer information.”

The USTA and TIA, working closely with industry partners, have made a major resource commitment to PlayTennis.com. Importantly, the site will remain brand neutral, helping to convey the simple unified industry message of what this new site is all about—getting more people out on the courts, more frequently.

A steering committee composed of members of various industry segments has been helping to guide and support the development of the PlayTennis.com effort.

“With PlayTennis.com, the tennis industry is working together to make it easier for players of all ages and abilities to get into the game and play more tennis,” says Kurt Kamperman, the USTA’s chief executive of Community Tennis.



AN EASY-TO-USE PATHWAY

Of the more than 27.1 million tennis players in the U.S., 4.8 million are frequent players, who play more than 21 times a year, according to the latest USTA/TIA Tennis Participation Study. Yet these frequent players account for more than 70 percent of the total spending on tennis—affecting all businesses and organizations in this industry.

“We need to make it easy for players and non-players to get on the pathway to becoming frequent tennis players, and that’s why PlayTennis.com is so important,” says TIA Executive Director Jolyn de Boer. The industry’s goal is to have 10 million frequent players by 2020, effectively doubling the size of the overall tennis economy and helping to create sustained growth in all industry sectors.

PlayTennis.com will take advantage of technology and be on all digital platforms—computers, tablets, mobile phones (including apps for iPhone and Android). It all will be connected via Facebook Connect, too, allowing users to easily register on the site so they’ll be able to find partners, programs, teaching pros, retailers, etc.; engage in player2player; comment on equipment; and more.

WHAT DOES THIS MEAN FOR YOU?

By creating more players, and helping players to play more frequently, PlayTennis.com is designed to help all industry businesses, including yours. But you need to help, too.

Whether you're a tennis teacher, club owner, facility manager, retailer or other industry contact, visit PlayTennis.com now to create or update your free listing. It only takes a few minutes, yet it will allow your business to show up on the millions of consumer queries that industry databases receive every month.

To assist all stakeholders in the industry-wide promotion, the USTA/TIA has made available for free download PlayTennis.com logos for tennis businesses and organizations to use in marketing and promotional materials to consumers—in formats suitable for web, print, mobile and broadcast. For retailers, racquet and apparel hang tags also are available to download. All are at TennisIndustry.org/playtennis.

Also available to download is a PlayTennis.com Marketing Checklist that providers can use to get involved. The checklist includes suggestions for businesses in how they may reach consumers with the simple PlayTennis.com message and includes tips for manufacturers, retailers, facilities, tournaments, court builders, teaching pros, schools, CTAs and more.

With a simple "play tennis" message to consumers, and with unified industry support for a central, non-branded site that helps bring people into the game and play more tennis, PlayTennis.com can be a major catalyst for growth—for all industry businesses.



If you have any questions about PlayTennis.com and how you can help this industry-wide effort to increase tennis participation, and the tennis business overall, email info@tennisindustry.org

The p.r. launch to consumers will include press releases, messaging during the US Open National Playoffs, online advertising and messages on USTA.com, web banners, and via social media and Tennis Channel. There also will be messaging to consumers during the SmashZone Tour and during the US Open Series and US Open. In the USTA sections, support will be driven by Tennis Service Reps and through promos on section websites. In addition, there will be email blasts and newsletter support via the TIA and USTA.

An important element to the PlayTennis.com launch is the support it's receiving from manufacturers. Because it's non-branded and designed to simply help people play tennis, you'll see PlayTennis.com messaging on ball cans, hang tags for equipment and apparel, footwear boxes and other product packaging, shipping boxes and more, and industry websites will carry the simple URL and link.

In addition, the Tennis Channel will provide instructional video content for PlayTennis.com, and Tennis.com/Tennis Magazine will provide equipment reviews and instruction for the website.

Update Your Provider Information

Tennis providers should visit PlayTennis.com now to update or input their information for free.

- **PTR and USPTA Certified Teaching Pros:** On PlayTennis.com, click the appropriate link, then fill out the online form to have your contact info listed so consumers can find you easily.
- **Facilities, Club Owners, Tennis Organizations:** Click "publish programs." You'll be able to sign in and either create a listing, or make sure your existing listing is up to date, with current program offerings.
- **Tennis Retailers and Pro Shops:** Click the link under "Retailers/Pro Shops" to update or create your free listing, including store location, directions and information about what you sell.
- **Manufacturers and Other Industry Contacts:** Click the "playtennis.com support form" link.

What Will You Find on PlayTennis.com?

Search/Finder Tools:

- **Find a Partner** (players can connect with others of similar ability, location, etc.)
- **Find a Program**
- **Find a Court**
- **Find a Teaching pro**
- **Find a Retailer** (pro shop, brick and mortar and online retailers.)
- **Gear:** Information and specs for tennis equipment, along with the ability for players to rate and comment on equipment.
- **Instruction:** Will include video clips and articles provided by various media and organizational partners and tennis providers.
- **player2player:** A wiki-style bulletin board where players and fans can ask or answer questions submitted by others.

THE playtennis.com LOGO WILL APPEAR ON:

- 30 million ball cans
- 1.5 million racquets
- Footwear boxes and product packaging
- Website banners/Social Media
- Magazine ads

