

INDUSTRY NEWS

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USTA Invests In The Tennis Channel

The USTA has made a financial investment in The Tennis Channel, the 24-hour TV network dedicated to tennis. In conjunction with the deal, which industry insiders say may be as much as \$10 million, the USTA will have an active role in the direction of the network.

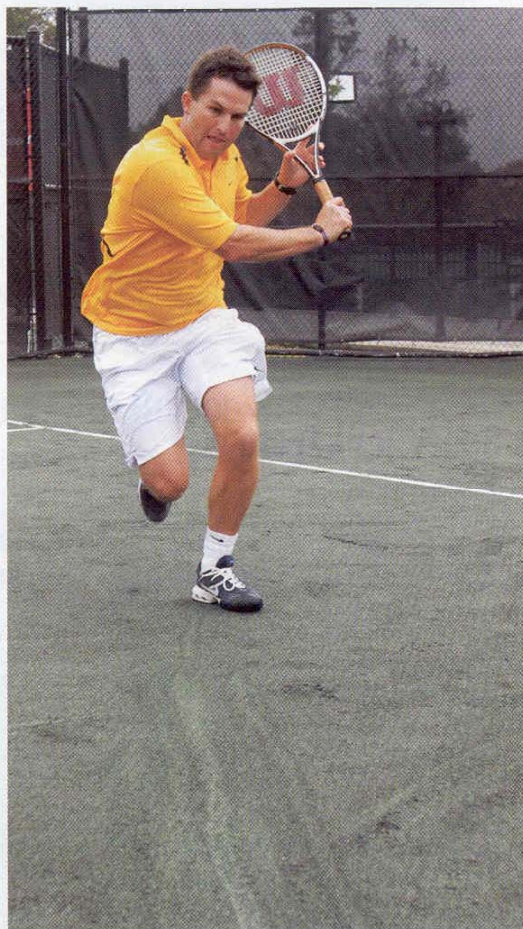


"We are keenly aware of the importance of The Tennis Channel to the visibility and growth of tennis and are now pleased to be an investor," Franklin Johnson said when the deal was announced in mid-December. Johnson is the immediate past president and chairman of the board of the USTA, whose term ended Dec. 31. "By supporting The Tennis Channel, we are supporting the sport of tennis and we look forward to helping the channel grow and reach more and more fans."

"This is an investment in the growth of the sport—and one that will help to expand the amount of tennis available to the U.S. television audience," said Arlen Kantarian, the USTA's chief executive of Professional Tennis. "Destination television for the top sports is important for the future, and a successful namesake network for tennis is a natural next step."

"For the people who run the sport in the U.S. to share a role in the growth of this network amounts to an extremely gratifying vote of confidence," said Ken Solomon, TTC chairman and CEO. "We look forward to working closely with the board, staff and entire USTA family."

Lee Introduces New ClayTech Court Surface



Lee Tennis, the producer of the Har-Tru clay court material, has introduced a new surfacing option that the company says "blends the sliding comfort of clay with the simple, low maintenance aspects of a hard court."

The product, called ClayTech, debuted in the U.S. in early December at the American Sports Builders Association Technical Meeting in Daytona Beach, Fla. It consists of a polypropylene membrane topped with a layer of natural clay. The membrane product has been used for a number of years in the European tennis market.

"ClayTech is another great sliding surface option for all players who want to play for life, and it's a solid match for Har-Tru," says John Welborn, the director of Lee Tennis. "ClayTech's versatile nature affords its players slide comfort, minimizing the risk of injuries and maximizing health benefits, all-year-round playability, and minimal maintenance similar to that of a hard court."

From the samples available at the ASBA trade show, the ClayTech product has a look and feel similar to a full Har-Tru court. ClayTech can be installed over an asphalt or concrete

base, or an existing tennis court, by placing an adhesive between the base and the product. Court lines are painted in place. ClayTech is available in two colors: red clay and Har-Tru green.

According to Lee Tennis, maintenance requirements are a simple sweep, and water consumption is reduced because ClayTech facilitates water absorption and drainage. The surface also is playable in all weather, including after a rainfall, and is resistant to UV rays, says the company.

Lee is the sole U.S. distributor of ClayTech, which is a FieldTurf Tarkett product. For more information, visit www.ClayTechTennis.com or contact Lee Tennis at 877-442-7878 or claytech@leetennis.com.

