**FOR IMMEDIATE RELEASE**

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**Tennis Warehouse and ATP Launch ATP World Tour Store For Europe**

SCHUTTERWALD, GERMANY – Tennis Warehouse and the ATP have expanded their online retail partnership to include Tennis Warehouse Europe in the ATPWorldTourStore.com official website. Linking European customers to the ATP World Tour Store marks another milestone in their longstanding collaboration since 2000.

Tennis Warehouse Europe was established in Germany in 2008. TennisWarehouse-Europe.com offers customer service in five languages and ships to customers around the world. Through this most recent e-commerce agreement with the ATP, tennis fans are connected to ATP players' gear by the click of a mouse. ATPWorldTourStore.com allows shoppers to browse their favorite athletes' profiles and showcases their racquets, apparel, and shoes. ATPWorldTourStore.com streamlines the shopping experience by putting tennis products directly at the fan's fingertips.

"We are excited to expand our affiliation with the ATP to include Europe. The expansion of the partnership will allow fans in the European market to receive the same great service as in the US market and provide our customers with the option of communicating with staff in English, Spanish, German, French, and Italian." said Rick Kerpsack, Managing Director of Tennis Warehouse Europe.

ATP Commercial Director and CEO ATP Europe, Laurent Delanney, said, "Europe has been and remains an incredibly important region for the ATP World Tour, as home to the largest number of our players and tournaments. We are enjoying one of the most exciting periods in the history of men's professional tennis, and are thrilled to be expanding our online retail offering to fans across Europe. Tennis Warehouse offers the most comprehensive collection of tennis merchandise online and their product knowledge is unrivalled. They remain the perfect online retail partner to power ATPWorldTourStore.com."

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**ABOUT TENNIS WAREHOUSE**

Tennis Warehouse, a division of Sports Warehouse Inc., was started in 1992 as a 500-square-foot specialty tennis shop in San Luis Obispo, California. Since then it has grown to be the largest online specialty tennis retailer in the world and is the official online partner of ATP World Tour and the WTA Tour. In 2008 Tennis Warehouse expanded to include a European division, Tennis Warehouse Europe, located in Schutterwald, Germany.

In addition to Tennis Warehouse, the Sports Warehouse family is composed of six other online specialty retailers: Running Warehouse, Skate Warehouse, Tackle Warehouse, Inline Warehouse, Art's Cyclery, and Racquetball Warehouse.

To learn more about Tennis Warehouse and Tennis Warehouse Europe, visit: www.tenniswarehouse.com and www.tenniswarehouse-europe.com

**ABOUT THE ATP**

The ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 62 tournaments in 31 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the ATP World Tour battle for prestigious titles and South African Airways ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world's top 8 ranked men's singles players and top 8 doubles teams, based on their performance throughout the year, will qualify to compete for the last title of the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event will officially crown the 2012 ATP World Tour No.1 in singles and doubles.

For more information, please visit www.ATPWorldTour.com

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