News Release

ATP WORLD TOUR.COM

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MOËT & CHANDON UNVEILED AS OFFICIAL CHAMPAGNE OF THE ATP WORLD TOUR

LONDON — The ATP and Moët & Chandon, the world's leading champagne house, have announced a 3-year agreement that brings Moët & Chandon on board as the Official Champagne of the ATP World Tour.

As part of the agreement, Moët & Chandon will become a global sponsor of the ATP World Tour, a Gold Sponsor of the Barclays ATP World Tour Finals at The O2 in London, and the official presenting sponsor of the annual ATP World Tour Awards. In addition, Moët & Chandon will sponsor a new exclusive red carpet charity gala to kick off the ATP's crown jewel event in London, hosted by Great Ormond Street Hospital Children's Charity on 17th November at Battersea Power Station.

Focused on celebrating memorable moments on the ATP World Tour throughout the season, the sponsorship will be activated through a range of promotional initiatives onsite at tournaments, across ATP digital channels, and the ATP's weekly TV magazine show, *ATP World Tour Uncovered*.

Adam Helfant, ATP Executive Chairman and President, said: "We happily welcome Moët & Chandon as the new official champagne of the ATP World Tour and Barclays ATP World Tour Finals. Moët & Chandon is a global luxury brand that fits perfectly with the game of tennis. We look forward to celebrating many great moments together and raising money for an important cause this November."

In addition to Moët & Chandon being the official champagne of the US Open and Moët Hennessy's presence at Roland Garros, the partnership with the ATP World Tour and the Barclays ATP World Tour Finals is further demonstration of the luxury brand's commitment to the world of tennis.

"Showcasing success is one of Moët & Chandon's original values, and one which clearly resonates at ATP World Tour events. Tennis, in addition to brilliant matches and victories on court, is a perfect complement to our partnership with cinema, offering red carpet moments of its own, and providing new opportunities to share the magic of Moët & Chandon with the world," noted Daniel Lalonde President and CEO of Moët & Chandon.

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Media contacts:
ATP - Simon Higson
Email: shigson@atpworldtour.com, Tel: +44 207 381 7890

Moët & Chandon – Julie Poiraud
Email: jpoiraud@moet.fr, Tel: +33 (0)1 58 97 67 58

Agence ELAN – Meighan McFalls
Email: meighan.mcfalls@agence-elan.com, Tel: +33 (0)1 40 89 96 52

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About Moët & Chandon
As the world's leading champagne House, Moët & Chandon takes an innovative approach to sharing magic and celebration with the world. Since its founding days in 1743 by Claude Moët, the House has taken daring steps and created new celebratory traditions, including sabering, the champagne fountain and vessel christenings. Moët is often cited as the world's first international luxury brand, given Jean-Rémy Moët's expansion to international markets from the late 1700s. With the largest vineyard holdings in the Champagne region, Moët creates the world's most-loved champagne from the very best grapes and terroir that the region has to offer, creating unforgettable celebrations around the world every day, with the pop of a cork. For more than two centuries the House has celebrated accomplishment and charismatic appeal with glamour, grandeur and generosity. Renowned for achievements, firsts and a pioneering spirit, the House celebrates life's most triumphant moments with elegance and extraversion. From Napoleon's conquests and iconic royal weddings to the Oscars and Golden Globes of Hollywood and the red carpets of international film festivals, Moët & Chandon is the champagne of choice. Like the House's celebrity ambassadors and connoisseurs, with their outgoing personalities and effervescent charisma, Moët evokes grandeur and generosity as it dazzles and fascinates. The House's big, bold heritage and larger-than-life events reflect a deep commitment to sharing with the community, long-term responsibility to nature and bringing people together with warm hospitality.
For more information, please visit www.moet.com

Moët & Chandon History in Sports
For over a century, Moët & Chandon has embodied victory in a bottle. From the christening of new racing vessels with a shower of Moët & Chandon before it first sets sail, to celebrating winning moments and enhancing red carpet moments, Moët & Chandon have gone hand-in-hand with the pomp and circumstance of premier sporting events. Celebrations and champagne have always been the perfect pairing - the first champagne spray, was conceived at the Le Mans 24 Hours race in 1966, when winning driver Jo Siffert shook a bottle of champagne and inadvertently spraying the crowd, and drinking directly from a bottle of champagne after a win became customary after Tazio Nuvolari's victory at the 1936 Vanderbilt Cup. Moët has continued to support luxury sporting events, including the Louis Vuitton Cup and the America's Cup, Formula One World Championship and the most prestigious horse races, such as Prix de l'Arc de Triomphe, Royal Ascot and the Kentucky Derby.

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 32 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 2011 ATP Rankings points at Grand Slams (non ATP events), ATP World Tour Masters 1000, ATP World Tour 500 and ATP World Tour 250 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 2011 ATP World Tour No.1 in singles and doubles.
For more information, please visit www.ATPWorldTour.com

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