News Release

ATP WORLD TOUR.COM

19 November 2011

ATP ANNOUNCES RIO DE JANEIRO AS NEW PARTNER OF THE ATP WORLD TOUR

LONDON — The ATP and the State of Rio de Janeiro have announced a two-year agreement for Rio de Janeiro to become the official tourism destination of the ATP World Tour.

Designed to promote international travel to the region, Rio de Janeiro will be the new presenting partner of ATP World Tour Uncovered – the Tour's weekly 30-minute magazine-style television show, which airs in more than 150 countries, reaching more than 400 million viewers. Rio de Janeiro also will have significant presence on the Tour's official website, ATPWorldTour.com, which receives more than 200 million visits annually.

As part of the agreement, Rio de Janeiro becomes a platinum level sponsor of the Barclays ATP World Tour Finals at The O2 in London, beginning this year.

Adam Helfant, ATP Executive Chairman and President, said: "Rio de Janeiro is a spectacular destination in a country with a great tradition in tennis, and we're pleased they've chosen the ATP World Tour as the platform for communicating their international tourism message. The ATP World Tour features 62 events in 32 countries, so the partnership delivers a very strong international presence."

Rio de Janeiro is the gateway to tourism in Brazil, a main tourist destination in Latin America and the Southern Hemisphere and also a hub for major sports and cultural events. Rio de Janeiro is one of the main economic, cultural and financial centers of the country and is internationally known for iconic monuments and landscapes, such as Christ the Redeemer and the Maracanã stadium.

For Secretary of State for Sports and Leisure of Rio de Janeiro, Marcia Lins, the goal is to combine visiting Rio de Janeiro with a variety of sport and leisure activities. "The ATP World Tour provides the perfect opportunity for the State of Rio de Janeiro to showcase internationally the unique combination of one of the most beautiful landscapes in the world with the passion for sports. Rio de Janeiro has a history of hosting and supporting big events. The state is experiencing a unique moment in time with upcoming major sporting events like the World Cup in 2014 and the 2016 Olympic Games. We invite sports fans around the world to plan their visit to Rio de Janeiro."

The State of Rio de Janeiro is the second largest metropolis in the country with a population of nearly 16 million inhabitants, and has the second largest GDP in Brazil. Rio de Janeiro has a natural passion for sports, and tennis, in particular, is gaining popularity and participation every day.

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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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