



July 10 2014

ATP AND LACOSTE EXTEND PARTNERSHIP THROUGH 2015

LONDON - The ATP has announced a two-year renewal of its partnership with Lacoste, the renowned lifestyle fashion brand. The “crocodile” will continue to dress the line judges at the season-ending Barclays ATP World Tour Finals at The O2 in London until 2015. Lacoste has been a loyal partner of the world’s biggest indoor tennis tournament since 2002.

“As a partner for the past 12 years, from Shanghai to Houston and now in London, Lacoste has always been in line with what the event stands for: a mix of tradition and innovation,” said Laurent Delanney, ATP Commercial Director. “The Barclays ATP World Tour Finals is broadcast in 193 territories and Lacoste is present in 114 countries. Wherever it takes place, the extensive global coverage of the tournament is the foundation of our successful partnership.”

Beyond the on court brand exposure, Lacoste’s benefits include a private hospitality suite in the Sponsor Village facing one of the practice courts and a promotional booth in the popular Fan Zone, which welcomed over 300,000 people in 2013.

“With our support to several players and several tournaments throughout the year, it is natural for us to partner with the culmination of the ATP World Tour season.” said Berta de Pablos-Barbier, Group Marketing & Branding EVP. “We will keep a close look at the Race to London to see if some of our ambassadors qualify for the tournament in the singles or doubles draw.”

AN EXTENDED COLLABORATION

Both parties also took the opportunity to extend the collaboration, which will see the ATP staff wearing Lacoste at all ATP events and Lacoste receiving advertising space on ATPWorldTour.com, which recorded 550 million page views in 2013.

“Our teams are very proud to wear Lacoste clothes, which combine elegance and comfort,” said Laurent Delanney, ATP Commercial Director. “The quality and consistency of the clothing reflects the level of professionalism we want to achieve in all areas of our organisation.”

“ATPWorldTour.com is a very good platform to keep expanding our new campaign ‘Life is a beautiful sport’ as an established member of the big tennis family.” said Berta de Pablos-Barbier, Group Marketing & Branding EVP.

TITLE PARTNER



PLATINUM PARTNERS



###

Media contacts:

ATP: Simon Higson, shigson@atpworldtour.com

Lacoste: Pascal Collet, pcollet@devanlay.fr - Etienne Pigeonneau, epigeonneau@lacoste.fr

About Lacoste

Symbol of relaxed elegance since 1933, the LACOSTE brand, backed by its authentic roots in sports, offers a unique and original universe through the medium of a large range of products for men, women and children. In 2013, the LACOSTE brand garnered 1.8 Billion euros turnover through retail sales. In the 114 countries where the brand is present, every two seconds two Lacoste products are sold in LACOSTE shops, department stores and throughout selected point of sales.

For more information please visit www.lacoste.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 61 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 2014 ATP World Tour battle for prestigious titles and Emirates 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 qualified singles players and 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 2014 ATP World Tour No.1 presented by Emirates. For more information, please visit www.ATPWorldTour.com.

About the Barclays ATP World Tour Finals

The Barclays ATP World Tour Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for Emirates ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the last title of the season. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, and Shanghai. In 2009 the tournament was moved to London, where it will be played through 2015. For more information, please visit www.BarclaysATPWorldTourFinals.com

TITLE PARTNER



PLATINUM PARTNERS

