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ATP AND FEDEX EXTEND GLOBAL PARTNERSHIP



LONDON – The ATP and FedEx Express today announced a sponsorship renewal that will see the shipping giant remain an ATP Platinum partner, while strengthening its sponsorship and becoming the new title sponsor of the ATP Rankings.

As part of the agreement, FedEx will continue to benefit from global promotional rights together with an on-site presence at tournaments throughout the season, while also leveraging opportunities to engage with viewers across mainstream and digital platforms.

Last year the partnership celebrated its 10th year and the new agreement builds on FedEx's extensive history of global sports sponsorships, including the unique worldwide footprint of the ATP Tour. During the new term FedEx will sponsor 13 tournaments each season, with the Mutua Madrid Open included for the first time.



Massimo Calvelli, ATP CEO, said: "FedEx has been a fantastic partner of the ATP for over ten years now and we're delighted to announce this extension to our agreement. In addition to multiple tournament partnerships, the title sponsorship of the ATP Rankings provides FedEx with an unparalleled association with an asset that links the whole season together, and we look forward to a continued successful partnership."

"The ATP Tour perfectly reflects what FedEx stands for: a global footprint, speed, excitement and precision," said Wouter Roels, SVP Marketing International, FedEx Express. "Since we started our journey as Official Sponsor of the ATP Tour in 2010, we have enjoyed many memorable moments of passion, persistence on court and possibilities for players to inspire and connect with fans. Through our presence at



the largest tournaments of the Tour, we will continue to engage with millions of fans all over the world through mainstream and digital media."

With a focus on activation around the FedEx ATP Rankings, FedEx will also become the presenting sponsor of the ATP World No. 1 trophy ceremonies, presented annually at the season-ending Nitto ATP Finals.

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About the ATP

The ATP is the governing body of the men's professional tennis circuits — the ATP Tour, the ATP Challenger Tour and the ATP Champions Tour. With 64 tournaments in 30 countries, the ATP 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 2020 ATP Tour will battle for prestigious titles and FedEx ATP Rankings points at ATP Masters 1000, 500 and 250 events, as well as Grand Slams (non-ATP events). The 2020 season launched in January with the inaugural ATP Cup in Australia and will culminate with only the world's top 8 qualified singles players and doubles teams competing for the last title of the season at the Nitto ATP Finals in November. Held at The O2 in London, the event will officially crown the 2020 ATP World No. 1. For more information, please visit www.ATPTour.com.

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