

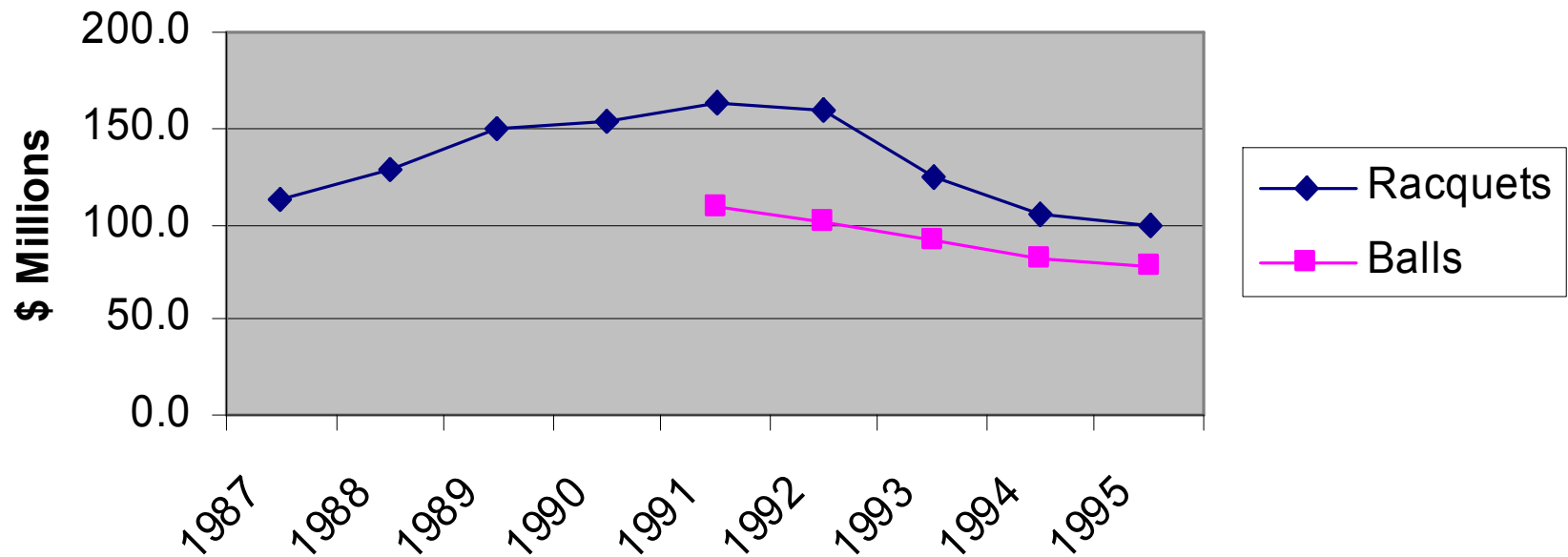


Quick Topics

- **TIA-USTA**
 - What we've accomplished together
- **TIA Spending**
- **Our Members and Commitment**
- **The Road Ahead**

The Call to Action

**US Tennis Market Wholesale Shipments TIA Data
1987-1995**





TIA-USTA History

“The Background”

- **1992-1995 - Industry sales in decline**
 - Racquet sales down 40%
 - Ball sales down 25%
- **In the early 1990’s the USTA not yet focused on developing new players**
- **US Open doing well**
- **TIA felt we needed USTA to grow participation and solve the problem**



TIA-USTA

“Joining Efforts”

- 1994 - Tennis Industry Bands together under TIA and launch “Initiative to Grow the Game”
 - Manufacturers pay a % of sales to fund efforts
- 1995 – TIA Launches Play Tennis America and Free Lesson Blitz
 - USTA is a contributor to this effort



TIA-USTA

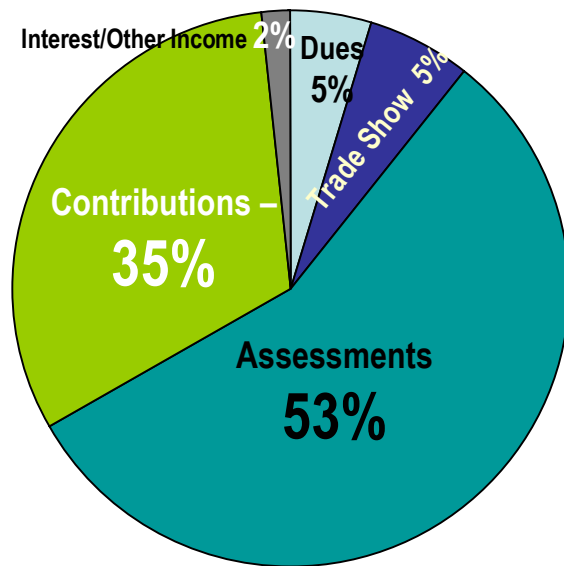
“Our Accomplishments”

- 1998 - USTA Steps up with “Plan for Growth”
- TIA/USTA have jointly invested over \$20 million in co-op activities since 1998 in Play Tennis America, Free Lesson Blitz, Cartoon Network SMASH Tennis, Tennis Welcome Centers, Cardio Tennis, 36/60, Research and other Grassroots efforts

TIA Initiative to Grow the Game

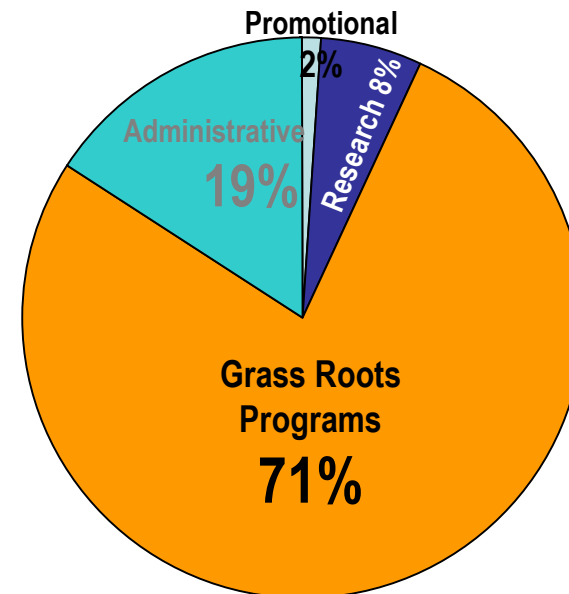
12 year financial overview

1995 thru 2006



TIA INCOME

\$24,353,063



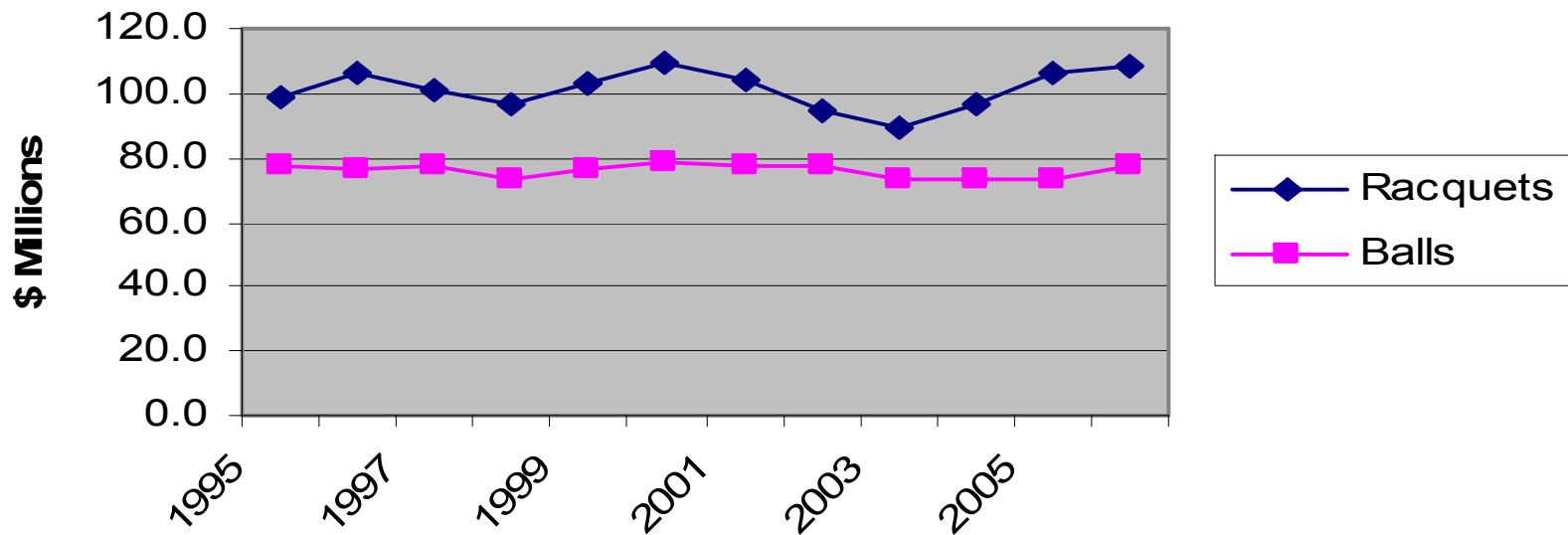
TIA EXPENSES

\$23,330,778

More than 71% - \$17M – have gone to Grow the Game Activities

The Results

**US Tennis Market Wholesale Shipments TIA
Data 1995-2006**



Who is the TIA?

Not-for-profit trade association representing all areas of the industry and cooperative partners to promote grassroots programs

- Major manufacturers
- Organizations
- Teaching Pro Groups
- Media groups
- Racquet, strings, balls, footwear, court products, accessory companies
- Tennis Facilities
- Retailers
- Court Contractors



Associations	Tennis Companies	Media & Magazines	Retailers	
 	 	 	 	<p>3000 Tennis Pro & Specialty shops throughout America</p>



TIA-USTA

“What the TIA can do”

- We’re a committed partner putting our money with the USTA in joint programs
- Our interests are aligned and we will both benefit from a healthy industry
- Encourage more TIA board members to get involved with your USTA section as a volunteer



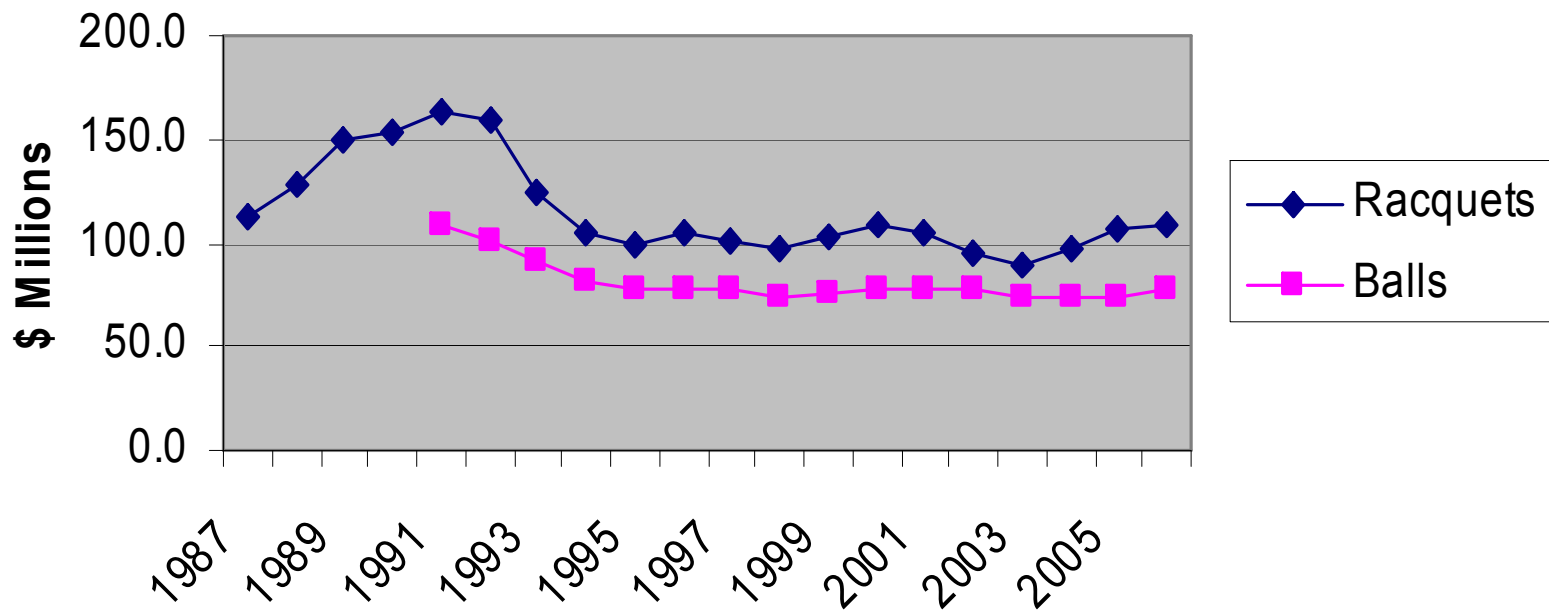
TIA-USTA

“The Road Ahead”

- Success of the Last 3 years is important to the USTA and Tennis Industry
 - Let’s keep the momentum
 - Don’t take our eye off the ball
 - Develop diverse new players
 - New players become fans (US Open)
 - And potential new USTA members
 - USTA and TIA need each other and must continue to work together

TIA Measuring Stick

**US Tennis Market Wholesale Shipments TIA Data
1987-2006**





UNITED STATES TENNIS ASSOCIATION

Partnership for Growth

