

# NEW TENNIS

FOR A NEW Generation

THE NEW  
PICK-UP  
GAME OF  
THE YEAR



**10ANDUNDER**  
**TENNIS** It's a whole  
new ball game



# MORE TENNIS

## AGES 8 AND UNDER



**Racquet Size: up to 23"**  
**Ball Type: Red**

## AGES 9 AND 10



**Racquet Size: 23" and 25"**  
**Ball Type: Orange**

### TENNIS FUN STARTS WITH WILSON

Tennis is the perfect sport for your family and the right racquet and tennis balls will make learning and playing easier!  
Get more at [wilson.com](http://wilson.com) and [10andundertennis.com](http://10andundertennis.com)

**NUMBER 1 IN TENNIS\***

**Wilson**  
**MORE WIN.**

**IT'S EASIER THAN  
EVER** for kids to  
get in the game.

Kids tennis has never seen anything quite like this. New rules. Kid-sized racquets. Slower, lower-bouncing balls. No courts necessary. Tennis is the new pick-up game of the year for kids to play anywhere, anytime, at any level.



# ADVANTAGEKIDS

**The rules have changed.**



For the first time ever, tennis has changed the rules for 10 and under play and kids come out the winners. The new rules for 10 and Under Tennis feature new equipment and courts sized just right for kids...making tennis a whole new ball game. Other youth sports have long used equipment, fields and courts scaled to the size of young kids. Now it's tennis' turn. With tennis sized right for kids, they won't have to play tennis like adults anymore. Find a program near you at [10andUnderTennis.com](http://10andUnderTennis.com).

# A LIFETIME OF FUN STARTS WITH *prince*<sup>®</sup>



## GUIDE FOR PARENTS:

### Ages 9 - 10



**RACQUET**  
23" and 25"



**BALL TYPE:**  
Orange - 50% reduced  
speed ball

### Ages 8 and Under



**RACQUET**  
19", 21" and 23"



**BALL TYPE:**  
Red - 75% reduced  
speed ball



"As the parent of a six-year-old, I understand that every parent wants the best for their child. I only trust Prince when it comes to tennis equipment - especially for little ones who are just getting started. I have worked with thousands of kids and parents over the years and being smart about choosing quality equipment is critical to ensuring that your future champion has the best possible opportunity for success."

**- Nick Bollettieri** Coach of 10 World #1 Tennis Players and  
Founder of the IMG Bollettieri Tennis Academy

For simple steps on how to get your family started and to find your nearest Prince retailer  
visit: [www.princetennis.com/lifetimeoffun](http://www.princetennis.com/lifetimeoffun) or [www.10andundertennis.com](http://www.10andundertennis.com)

*prince*<sup>®</sup>

# START PLAYING TENNIS AT HOME Right Now

A spontaneous pick-up game of tennis is now not only possible, but more fun and easier than ever. With the right equipment, you can get started just about anywhere. Find out how to get in on the fun at [10andUnderTennis.com](http://10andUnderTennis.com).

## 1 NO COURT, NO PROBLEM

All you need is a flat surface. A driveway or playground is the perfect place to rally. A garage door or wall makes a great backboard, too.

## 2 EQUIPPED TO PLAY

With shorter and lighter racquets, kids have more control and are able to make contact with the ball right away so that they can play right from the start.

## 3 READY TO RALLY

The new low compression balls move slower and bounce lower, making it easier for kids to rally with each other because they have more time to get ready for the next shot. For parents and kids, this means less chasing balls and more fun rallying.



# HEALTHY KIDS = HAPPY KIDS

Tennis is one of the best ways for kids to become healthy and physically fit. Plus, it's one of the safest of all youth sports with a very low rate of injury.



**TENNIS** is one of the greatest gifts you can give your child.

# PLAY AS A KID

## 1 LOW INVESTMENT & HIGH REWARD

Tennis is one of the most popular sports in the United States and around the world. Low cost or free courts are available in most communities and schools, and the initial investment to get started is relatively low. All you need are some balls and a racquet, and you're ready to play.

## 2 DEVELOP CONFIDENCE & FOCUS

Tennis helps develop life skills that serve children well. Respect, self-control and determination are just a start. Tennis also teaches children to adapt and adjust to different styles of play and how to overcome mistakes. These are important life skills that help build self confidence and focus.

## 3 CULTIVATE SPORTSMANSHIP & TEAMWORK

One of the great benefits of tennis is that it can be both an individual sport and a team sport. This unique combination allows children to play, develop and compete in a way that best suits their ability and desires. Team practices help kids create friendships and enjoy the encouragement of a coach, all while learning the dynamics of team interaction. The individual aspect of the sport helps kids develop at their own pace and compete on an individual level. It's a winning combination.

## 4 CROSS-TRAIN & EXERCISE THE BRAIN

No sport tops tennis at developing hand-eye coordination; and with plenty of starts, stops and direction changes, tennis provides great cross-training for other sports. The on-court maneuvers help develop balance, agility and coordination. Plus, constantly reacting to opponents' shots keeps your mind sharp as your mind and body work together.



**IT'S THE ULTIMATE LIFETIME SPORT THAT SHARPENS YOUR MIND AS IT SHAPES YOUR BODY.** Kids who play tennis learn valuable life lessons, and the teachable moments never stop as they continue playing as adults. Tennis is also the perfect game for the entire family – from rallying with siblings to hitting the courts with grandparents – quality family time has never been easier to come by.

# PLAY FOR LIFE

## HOW 10 AND UNDER TENNIS HAS CHANGED THE GAME

The more fun kids have by being able to rally right from the start, the more they will play and the faster they will learn. This is the key to 10 and Under Tennis using the QuickStart Tennis play format. It's an exciting new way to learn and play tennis, designed specifically for kids. And it's the new rule for USTA 10 and Under tournament play and Jr. Team Tennis.

Shorter, lighter racquets, slower and lower-bouncing balls, smaller court dimensions and modified scoring are tailored to the age and size of the child. 10 and Under Tennis enables kids to begin playing much sooner so they can learn the strategy and tactics of tennis while playing matches in a way that is enjoyable and rewarding. 10 and Under Tennis is divided into two different levels for ages 8 and under and ages 9-10.

The majority of youth sports have followed this formula for years, from smaller bats for baseball to shortened playing surfaces and smaller balls for basketball and soccer.

Now with 10 and Under Tennis, kids will have immediate success which leads to greater confidence, more enthusiastic play and faster progress...all while having more fun! Get your kid in the game at [10andUnderTennis.com](http://10andUnderTennis.com).



SLOWER, LOWER-BOUNCING BALLS

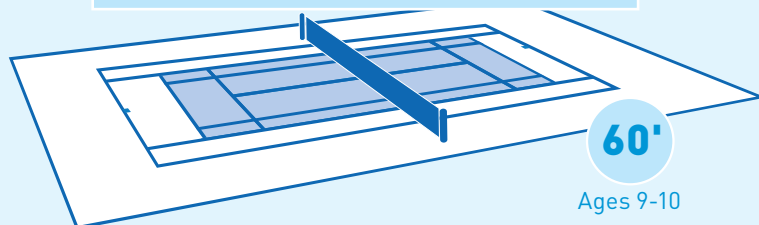


TENNIS  
TAUGHT AND  
PLAYED IN  
A WHOLE  
NEW WAY.

Ages 8 and Under

36'

SMALLER COURT DIMENSIONS



60'

Ages 9-10

**HEAD**

**Penn**

# Give Your Kids the Gear to Succeed



10 and Under Tennis works by getting kids involved in the game immediately. Scaling the game to their size with smaller courts, shorter and lighter tennis racquets and slower moving and lower bouncing tennis balls helps make the learning process easier and a lot more fun. HEAD Penn's full range of junior tennis equipment perfectly aligns with 10 and Under Tennis and the QuickStart Tennis play format, offering parents and kids all they need to teach, learn and have fun!

For a complete list of our products visit: [head.com](http://head.com) or [penracquet.com](http://penracquet.com)  
To learn more about 10 and Under Tennis visit: [10andUnderTennis.com](http://10andUnderTennis.com)



## WITH 30 GRAND SLAM

**CHAMPIONSHIPS** between them, former world number 1 players Andre Agassi and Stefanie Graf know what it takes to become a champion. More importantly, they know what it takes to develop a love for tennis.

**“It’s always best anytime kids can get a true feel for the game. 10 and Under Tennis gives kids the opportunity to experience authentic court movement, swing patterns and game strategy. It’s real tennis.”** - ANDRE AGASSI

**“When we first saw children playing using the QuickStart format on smaller courts with slower, lower-bouncing balls, it made sense right away. This allows kids to be successful much quicker, which in turn makes it more enjoyable and fun for them to learn and play the game.”** - STEFANIE GRAF



## RIGHT-SIZED, RIGHT FROM THE START

As parents, Andre and Stefanie know that when kids have a good experience with tennis right from the start it can become a sport they enjoy for the rest of their lives. When they took a look at the new 10 and Under Tennis using the QuickStart Tennis play format, they knew it would be a winner with young kids and their parents. Find out how to get your kids off to a great start in tennis at [10andUnderTennis.com](http://10andUnderTennis.com).



# GET THE GEAR

Start your kids off right with the right-sized equipment.



## INNOVATIVE AND NEW EQUIPMENT

New low compression balls are made for the size and age of a child, bouncing lower and traveling slower so that kids can rally and play. For 8 and under kids, the red felt or foam ball is the best way to go. For the 9-10-year-old crowd, the orange felt ball is perfect – it moves a little faster and travels farther than the red ball, but still has a lower bounce than the yellow ball.








Kids' racquets are scaled to size, proportionate in length and weight and have a grip that fits smaller hands, giving kids more control that equals more success. Get all the gear at [10andUnderTennis.com](http://10andUnderTennis.com).

## RIGHT-SIZED EQUIPMENT, PRICED RIGHT

Start with a racquet and low compression balls or purchase a combo starter package for less than the start-up cost for most other kids' sports. Look for the right-sized equipment from the manufacturers below:

**Wilson** **prince** **HEAD** **Penn** **Babolat**

## MAKE TENNIS YOUR KIDS' NEW Pick-Up Game

-  Provides a Great Mind & Body Workout
-  Develops Confidence & Character
-  Promotes Self-Control & Discipline
-  Improves Fitness & Focus
-  Offers Both Individual & Team Play
-  Great Cross-Training & Low Rate of Injury
-  Teaches Problem Solving & Sportsmanship



# BABOLAT SERIAL PLAYERS TODAY AND TOMORROW



**ROSIE MCKENNON (USA)**  
B'FLY RACQUET  
TEAM JUNIOR 4 SHOES

**ANDY RODDICK (USA)**  
PURE DRIVE RODDICK RACQUET  
HYBRID RPM BLAST + VS STRINGS  
PROPULSE 3 SHOES

**RAFAEL NADAL (SPA)**  
AEROPRO DRIVE RACQUET  
RPM BLAST STRINGS

**KIM CLIJSTERS (BEL)**  
PURE DRIVE RACQUET  
VS NATURAL GUT STRINGS



BABOLAT HAS ALL THE PRODUCTS YOUR FUTURE  
SERIAL PLAYER NEEDS TO LEARN TENNIS.  
[10ANDUNDERTENNIS.COM](http://10ANDUNDERTENNIS.COM)

 **Babolat**  
TENNIS RUNS IN OUR BLOOD

# Inspire Greatness

10 AND UNDER TENNIS  
**HOME COURT  
CHAMPIONSHIP  
SWEEPSTAKES**

Register for a chance to  
**WIN** a Home Tennis Kit,  
every day through  
September 15, 2011.

## Grand Prize:

The ultimate family trip for four  
to the **2012 US Open**

The game of tennis is now more kid-friendly and easier than ever to play at home. That's why **we're giving away a Free Home Tennis Kit every day through September 15.** Plus — you could win the Grand Prize, the ultimate family trip for four including four **tickets to the 2012 US Open!** With lighter and lower-bouncing balls and shorter, lighter racquets sized right for them, kids can play in their driveway or on the blacktop—no courts required! For information on the equipment you need to get kids started, visit [ioandUnderTennis.com](http://ioandUnderTennis.com).

TO ENTER GO TO **ioandUnderTennis.com**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 9/15/11. For Official Rules, prize descriptions and odds disclosure, visit <http://usta.promo.eprize.com/sweepstakes>. Sponsor: United States Tennis Association Incorporated, 70 West Red Oak Lane, White Plains, NY 10604.

**10 AND UNDER**  
**TENNIS** It's a whole  
new ball game