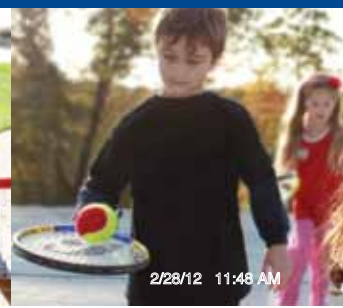




2012: THE MOST EXCITING YEAR IN YOUTH TENNIS!

We are building momentum and set for success! Be a part of the changing landscape and watch your profits and program participation soar!



JAN

THE RULES FOR YOUTH TENNIS HAVE CHANGED!

The USTA has invested significantly in media, advertising, PR and events to support this monumental news

PARTNERSHIP LAUNCH WITH THE #1 ENTERTAINMENT BRAND FOR KIDS – NICKELODEON! – TO DELIVER THE 10 AND UNDER MESSAGE

- National TV buy on Nickelodeon and Nicktoons
- Leverage star power of Nickelodeon’s new show, “How to Rock”
- Nickelodeon talent appearances at key USTA events throughout the year
- Launch of *Nickelodeon Tennis Really Rocks Sweepstakes*, a national tennis-related promotion on Nickelodeon and Nicktoons. The campaign includes a custom TV spot promoting 10 and UnderTennis and driving parents and kids to a custom promotional microsite on nick.com to enter sweepstakes.



FEB/MAR

LEVERAGE BNP PARIBAS SHOWDOWN TO LAUNCH MARCH INTO TENNIS – A MONTH-LONG PROMOTIONAL DRIVE TO GET KIDS ACTIVE IN THE SPORT THROUGH YOUTH REGISTRATION EVENTS OR NEW PROGRAMS LIKE KIDS’ TENNIS CLUBS AND PLAY DAYS!



- Consumer-focused TV, print and online advertising, including utilization of Nickelodeon assets!
- TV spots and commentary on 10 and UnderTennis during broadcasts and on-court at Madison Square Garden!

LAUNCH OF THE SMASHZONE MOBILE TOUR – MARCH–SEPTEMBER

- Capitalizing on its 2011 success, SmashZone will once again go on the road to build awareness of 10 and UnderTennis at large-scale consumer events/festivals and top U.S. tournaments



MAY-SEP

LAUNCH OF THE CREATE YOUR OWN COURT PROMOTIONAL SWEEPSTAKES!

- National sweepstakes encouraging consumers to submit a photo and a brief narrative of how they play tennis at home for a chance to win big prizes!

JUN-SEP



LEVERAGE THE POWER OF THE EMIRATES AIRLINE US OPEN SERIES AND US OPEN TO PROMOTE 10 AND UNDER TENNIS THROUGH ON-SITE ACTIVATION AND DURING BROADCASTS

AS PART OF ITS HEALTH AND WELLNESS INITIATIVE AND TO SUPPORT CHILDHOOD OBESITY MONTH, THE USTA WILL SPONSOR NICKELODEON’S WORLDWIDE DAY OF PLAY AND ENCOURAGE KIDS TO USE TENNIS AS A WAY TO GET OUT, GET ACTIVE AND PLAY. ACTIVATION OF THIS SPONSORSHIP WILL INCLUDE:



- National TV and digital buy on Nickelodeon and Nicktoons during the September time period
- Organization of 1,000 free Play Days to take place throughout the U.S. in the month of September
- SmashZone presence at Worldwide Day of Play flagship event
- Digital promotions
- Cymphonique Miller and Max Schneider (co-stars of Nickelodeon’s How to Rock) appearance at SmashZone

SEP



DEC

10 AND UNDER TENNIS EQUIPMENT HOLIDAY GIFT GIVING PROMOTIONS

ALL YR

Ongoing public relations to drive additional interest in 10 and UnderTennis initiatives through national and local media attention