



NEWS RELEASE

15 JUNE 2021

ATP AND WTA ANNOUNCE TOPCOURT AS OFFICIAL TENNIS E-LEARNING PLATFORM

LONDON: The ATP and WTA have today announced a partnership with TopCourt, which sees the digital learning platform become the first official tennis e-learning partner of the ATP Tour and WTA Tour.

TopCourt offers tennis fans the educational tools for learning the game from the world's best players of the past, present, and future, as well as the sport's legendary coaches. Exclusive content includes tennis lessons, drills, strategy and training tactics, player interviews and behind the scenes footage, offering fans unprecedented access to their favourite players.

Since launching less than a year ago, TopCourt has already gained the support of more than 50 star ambassadors and coaches, boasting an eclectic roster of current stars, Grand Slam champions and legends of the sport, including Bianca Andreescu, Victoria Azarenka, Taylor Fritz, Sofia Kenin, Petra Kvitova, Nick Kyrgios, Denis Shapovalov, Frances Tiafoe, Venus Williams, Alexander Zverev, the Bryan Brothers, Lindsay Davenport and Chris Evert. TopCourt also features an incredible roster of the sport's most legendary coaches such as Paul Annacone, Nick Bollettieri and Brad Gilbert.

Through the partnership, content from various TopCourt players will be featured on the ATP and WTA's digital platforms, highlighting TopCourt ambassadors on the tours' rankings pages. Designated via the signature gold court icon, fans will have access to new releases, exclusive trailers, and extended player profiles, linking them back to the TopCourt site.

"Everything starts with our fans, and TopCourt's premium content, which provides mentorship from some of the biggest stars in tennis, promises to add value to their experience and engagement with the sport," said Daniele Sanò, ATP Chief Business Officer. "Together with WTA, this partnership represents an exciting opportunity to leverage the inspirational and educational power of both tours."

"We're excited to team up with the ATP and TopCourt," stated WTA President Micky Lawler. "Through high-value digital tennis instruction with the most elite professionals in our sport, we're able to present our fans with a seamless experiential product that celebrates the success and expertise of our athletes, while also delivering content and instruction that enhance the fans' personal tennis journey."

"TopCourt's mission is to bridge professional tennis and its biggest stars with the everyday tennis athlete and fan. We want to modernise tennis instruction and make it accessible to everyone so we can inspire and grow the global tennis community. Partnering with the ATP and WTA will help us further reach our goals and provide TopCourt subscribers with a deeper and more meaningful connection to their favourite players," said Taylor Meyer, TopCourt's Board Member.

To learn tennis from the world's best, sign up for TopCourt at www.topcourt.com and enjoy a 14-day free trial.



NEWS RELEASE

###

Media contacts:

ATP: Simon Higson (simon.higson@atptour.com)

WTA: Amy Binder (abinder@wtatennis.com)

TopCourt: Mary Jane Orman (mj@topcourt.com)

About The ATP

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the ATP Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and FedEx ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About The WTA

Founded by Billie Jean King in 1973 on the principle of equal opportunity, the WTA is the global leader in women's professional sports. The WTA is one of the world's most recognizable and high-profile sports organizations, consisting of more than 1650 players representing approximately 85 nations, all competing to earn WTA rankings points and prestigious tournament titles. The WTA Tour comprises of over 50 events and four Grand Slams, spanning six continents and nearly 30 countries and regions with a global audience of over 700 million. The Tour culminates with the Shiseido WTA Finals Shenzhen, honoring the season's top singles and doubles players based on the final standings of the Porsche Race to Shenzhen leaderboard. Further information on the WTA can be found at wtatennis.com.

About TopCourt:

Launched in 2020, TopCourt is a unique digital learning platform, offering tennis fans the tools to learn the game from its global team of mentors, which include an eclectic mix of legends of the past, Grand Slam champions of today, and the brightest stars of the future, as well as some of the sport's most formidable coaches. TopCourt's ambassadors include Venus Williams, Chris Evert, Nick Bollettieri, Alexander Zverev, Bianca Andreescu, Victoria Azarenka, Petra Kvitova, the Bryan Brothers, Lindsay Davenport, Grigor Dimitrov and Sofia Kenin, among many others. TopCourt is the official e-learning platform of the ATP, WTA and ITA (collegiate tennis). www.topcourt.com