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ATP APPOINTS DANIELE SANO AS ATP CHIEF BUSINESS OFFICER

LONDON: The ATP has announced the appointment of Daniele Sano as ATP Chief Business Officer, beginning 1 December, 2020.

Sano will oversee all Commercial Partnerships, Global Sales, Marketing, PR and Business Development operations for the ATP. The 44-year-old has a wealth of experience across Media Sales, Sports Marketing and Business Development. Sano's previous positions include senior management and advisory roles with top properties in different sports, including football club AS Roma, the Superbike World Championship and sports marketing agency WWP Group, overseeing areas such as sponsorship acquisition and activation, strategy development and implementation.

Sano said: "The ATP is one of the most exciting sports properties in the world, and one with very promising business upside. Having been involved in sport my entire career, and as a lifelong sports fan, I look forward to bringing my experience and industry knowledge into this new role."

Massimo Calvelli, ATP CEO, said: "On behalf of the ATP, I am delighted to welcome Daniele to the team. His considerable experience from brand, rights-holder and agency perspectives, including negotiating major strategic partnerships and sponsorship deals, will be a big asset. His impressive credentials and guidance of vital functions at ATP will be instrumental in maximising the ATP's business potential in years ahead."

Sano will be based out of ATP's office in London and will report to Calvelli as Chief Executive Officer.

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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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