



**Delaware Smash officials restructure operations,
announce plans to focus on community tennis efforts**

WILMINGTON, DEL. (January 30, 2009) – Team officials for the Delaware Smash announced today that the franchise will not return to the Advanta World TeamTennis Pro League. Delaware Smash co-owner and general manager Jeff Harrison said they will focus on WTT community tennis efforts and special events in the Wilmington area.

Harrison cited the lack of a major local presenting sponsor and the current business climate as the primary reasons for the decision. “Without a presenting sponsor in Wilmington, the business model doesn’t support a successful franchise,” said Harrison. The Delaware Smash, which competed in the Advanta WTT Pro League for 13 seasons, won the WTT Championship in 2003 when they defeated the Sacramento Capitals.

Harrison and team co-owner Billie Jean King are refocusing efforts on community tennis programs and special events. Harrison plans to bring players from the Advanta WTT Pro League to Wilmington for clinics and appearances. He also added that local fans will still have opportunities to participate in WTT recreational events. There are several successful Advanta WTT Rec League and Corporate League programs in the Wilmington area, including a Rec League National Qualifying tournament in the fall.

“Given our long history with tennis in Wilmington and the region, this decision was very difficult, especially from an emotional standpoint,” said King. “But from a business position, we were left with only one choice. There are terrific fans here and we’ve had a great run and winning the title in 2003 was definitely one of my favorite WTT moments. We want to stay involved with tennis in the Wilmington area and keep Delaware fans connected to World TeamTennis.”

The Philadelphia Freedoms WTT franchise is also expanding their regional marketing and sales outreach, and plans to offer ticket specials for Smash fans. “The Delaware Smash have a passionate, committed fan base,” said Harrison. “We hope they will continue to support tennis in the area, both in Wilmington and with the Freedoms.”

“It’s always hard to lose any team, but we understand the ownership decision as it’s important that teams are successful from both a community and business standpoint,” said WTT CEO/Commissioner Ilana Kloss. “We are extremely pleased that WTT will continue to have a presence in the market with the continuing grassroots initiatives.”

The 2009 Advanta WTT Pro League season runs July 2-26 with ten teams competing throughout the U.S. For more information on World TeamTennis, visit WTT.com.

Contact:

Jeff Harrison, Delaware Smash

PH: 302.774.4238