



World TeamTennis Lowcountry Launch Party Scheduled for June 18, 2011

Public Invited to Free Event to Watch Celebrity Coaches and Local Pros Compete in WTT Format

CHARLESTON, S.C. (June 1, 2011) – The Family Circle Tennis Center announces a World TeamTennis Lowcountry Launch Party designed to introduce this high-energy coed team tennis format to the Charleston area from 6:00 - 10:00pm on Saturday, June 18th, 2011. This free event is open to the public and will feature a celebrity coach for each team. World TeamTennis Finals Weekend presented by GEICO is scheduled July 22nd-24th, 2011 at the Family Circle Tennis Center in the Best Tennis Town in America, Charleston, South Carolina.

Nine local tennis facilities have drafted their best tennis players to compete in this one-day WTT format tournament. Matches will consist of five sets, including women's singles, men's singles, women's doubles, men's doubles, mixed doubles, and be played using WTT rules, including no-ad scoring, on-court coaching, substitutions, with lets played.

Prizes are being offered for both player and fan participation:

- Spirit Award
 - Team who brings the most fans to this event will receive a private meet and greet for their home club's entire membership at their facility with **tennis legend Billie Jean King** during World TeamTennis Finals Weekend.
- WTT Player Party Invitation
 - Winning team's players will be invited to attend this exclusive event at the Charleston Harbor Resort & Marina on July 23rd, 2011.
- Autographed WTT Champion Team Photo
 - Each of the nine club teams will be assigned a WTT Pro League team to represent, and the Pro League team which wins the championship will autograph a team photo and present it to its respective club as a gift.

“This event is designed to introduce the fun and entertaining format of World TeamTennis to the fans in Charleston,” **said WTT co-founder Billie Jean King**. “The WTT Pro League season officially kicks off on July 4th, so this is a great opportunity for local pros and spectators to get excited for the season, as well as Finals Weekend in July.”

“We're only fifty-one days away from the arrival of World TeamTennis Charleston. We've watched the anticipation building throughout the Lowcountry tennis community since the formal announcement in March, so we created the Lowcountry Launch Party to give everyone a sample of what's to come in July,” **said Eleanor Adams, WTT Finals Weekend Tournament Co-Manager**.

Spectator highlights will include WSPO Radio personalities Jonas Mount and Big Ben from the “Jonas and Big Ben Show”, which airs weekdays from 9:00am – 12:00pm on 99.3fm. The local sports gurus will serve as event emcees and DJs, rocking tunes all night. Food and beverage specials will be offered throughout the event.

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Participating facilities include the Charleston Tennis Center, Country Club of Charleston, Daniel Island Club, Dunes West, Family Circle Tennis Center, I'On Club, Legend Oaks, Mount Pleasant Recreation, and Pine Forest Country Club.

“As you can imagine, with a chance to win a private meet & greet with Billie Jean King on the line, the immediate response from the participating tennis facilities, pros, and celebrity coaches has been tremendous,” **said Rob Eppelsheimer, WTT Finals Weekend Tournament Co-Manager.** “Everyone is excited to compete in a WTT format, and we know that local tennis players who may share in this special prize will be just as excited to come out and support their respective pros in this event.”

“The Family Circle Tennis Center is certainly doing a great job welcoming World TeamTennis to Charleston,” **commented WTT CEO/Commissioner Ilana Kloss.** “The buzz about the WTT Finals is already starting to build not only with local fans, but also with our teams and players.”

The Road to Charleston begins on July 4 when the 36th season of the WTT Pro League kicks off and runs through July 21, with the top two teams from each conference advancing to the WTT Finals Weekend. The Eastern Conference Championship will be at 7 p.m. on Friday, July 22, with the Western Conference Championship set for 5 p.m. on Saturday, July 23. The Conference Champions face off in the WTT Finals at 5 p.m. on Sunday, July 24.

Tickets for the WTT Finals Weekend presented by GEICO are on-sale now, with weekend packages from \$50 to \$150, and single session tickets from \$15-\$55. Tickets are available through the Family Circle Tennis Center Box Office at (800) 677-2293 or through Ticketmaster at (800) 745-3000. Tickets can be purchased online at www.FamilyCircleCup.com or www.Ticketmaster.com.

Media Contacts:

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About WTT Pro League presented by GEICO:

The World Team Tennis (WTT) Pro League presented by GEICO showcases the best in professional team tennis with the innovative coed team format co-founded by Billie Jean King in the 1970s. The WTT Pro League has featured virtually every major champion of the Open era over the League's past 35 seasons. WTT is well known for showcasing and introducing innovative elements to tennis including instant replay, coed format, cumulative and no-ad scoring, on-court coaching, Overtime and Supertiebreakers, multi-colored courts and player names on the back of shirts.

Official WTT Pro League sponsors for the 2011 season include Acura, DecoTurf, GEICO and Wilson Racquet Sports. The United States Tennis Association (USTA) is a minority owner and promotional partner of World TeamTennis. WTT and the USTA are teaming up on number of initiatives, including development of the youth market through junior team tennis programs. For more information on the WTT Pro League, visit www.WTT.com.

About the Family Circle Tennis Center:

The Family Circle Tennis Center, home of the Family Circle Cup, is a public facility owned by the City of Charleston and operated by Meredith Corporation (NYSE:MDP; www.meredith.com) that also hosts a variety of additional events including concerts, festivals, tennis tournaments and other activities throughout the year. Charleston, South Carolina bested 81 U.S. cities in being voted the Best Tennis Town in America in the United States Tennis Association's (USTA) 2010 contest. The Family Circle Cup receives four days of live broadcast domestically on ESPN2, and is viewed internationally by over 25 countries, featuring over 140 hours of live and delayed global broadcast time, reaching 4.33 million viewers worldwide. With over 21 million readers, Family Circle is one of the most widely read monthly magazines in America and is one of 14 leading subscription magazines owned by Meredith. The Tennis Center features a 10,200 seat stadium, Grand Lawn, 17 tennis courts lighted for night play, Pro Shop, and a full service event management staff capable of handling all aspects of an event including ticketing, operations, sales, marketing, public relations, and food & beverage. For tickets or more info, call (843) 856-7900 or visit www.familycirclecup.com.