



GEICO to become presenting sponsor of World TeamTennis Pro League

NEW YORK, N.Y. (June 17, 2010) – World TeamTennis announced today that GEICO will be the presenting sponsor of the 2010 WTT Pro League, the coed professional tennis league co-founded by Billie Jean King.

The WTT Pro League presented by GEICO begins its regular season on July 5 in ten U.S. markets, culminating with the WTT Finals presented by GEICO and the City of Kansas City on July 25 in Kansas City, Mo. The lineup for the 2010 season features some of the biggest names in tennis including world No. 1 Serena Williams, the world's top-ranked doubles team of Bob and Mike Bryan, Venus Williams, Andy Roddick, Maria Sharapova, Martina Hingis, John McEnroe, Kim Clijsters, James Blake, Anna Kournikova, Lindsay Davenport and Michael Chang.

Since 2005, GEICO has been the official auto insurance sponsor of the WTT Pro League and presenting sponsor of the WTT Coaches Challenge which introduced instant replay to professional tennis competition.

GEICO will extend its activation as the presenting sponsor with League-wide branding and signage initiatives including baseline signage, net post covers, umpire boxes, instant replay boxes and LED screens.

GEICO is also the presenting sponsor of 2010 WTT Smash Hits, the annual charity event co-hosted by Billie Jean King and Sir Elton John.

WTT co-founder Billie Jean King is currently featured in two tennis-themed GEICO commercials with the GEICO Caveman. These commercials will also include a tag promoting the upcoming WTT Pro League season.

“We applaud World Team Tennis for putting together a unique program that challenges players and entertains fans,” said Rynthia Rost, GEICO vice president. “We see how WTT inspires people to be connected to the sport and enjoy the competition. We’re delighted to once again take part in the upcoming WTT season.”

“GEICO has been a great long-term partner and we’re excited to grow our relationship with them” said WTT CEO/Commissioner Ilana Kloss. “We know from experience that GEICO is committed to the sport of tennis and is especially creative in their sponsorship activation.”

About GEICO:

GEICO (Government Employees Insurance Company) – as part of Berkshire Hathaway – is the third-largest private passenger [auto insurer](#) in the United States*. GEICO provides [auto insurance coverage](#) for over 9 million policyholders and insures more than 16 million vehicles.

In addition to auto insurance, GEICO offers customers [insurance products](#) for their motorcycles, all-terrain vehicles (ATVs), boats, homes, apartments and mobile homes. Commercial auto insurance and personal umbrella protection and life insurance are also available.

As a member of the Berkshire Hathaway group of companies, GEICO is rated A++ for financial strength by A.M. Best Company and ranks at the top of several national customer satisfaction surveys. For more information, go to <http://www.geico.com>.

About WTT Pro League

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, which celebrates its 35th season in July 2010, is a showcase for three generations of tennis standouts, including legends, current tour players and future champions. Since the League's debut, virtually every major champion of the Open era has played World TeamTennis. 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 2010 season include Acura, DecoTurf, GEICO, Novo Nordisk, Solfire 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.

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