



## **World TeamTennis signs Solfire as official apparel sponsor**

New York, N.Y. (May 5, 2010) -- World TeamTennis and Solfire today announced a multi-year agreement making Solfire the official apparel provider of World TeamTennis and an official sponsor of the WTT Professional and Recreational Leagues, and WTT Smash Hits.

During the WTT Pro League season, Solfire will outfit officials, ball kids, staff and some players in the 10 franchise markets and will have merchandise onsite at many WTT matches in July. Solfire will provide apparel for the annual charity event WTT Smash Hits as well as WTT Rec League events including National Qualifiers and the Rec League National Finals this fall in Indian Wells, Calif.

Solfire will also design a commemorative T-shirt to celebrate the League's 35<sup>th</sup> season, which begins on July 5 and culminates with the WTT Finals on July 25.

Solfire has recently escalated its presence in tennis with players such as Tommy Haas, Ashley Fisher and Eric Butorac, who will play for the Boston Lobsters this summer, wearing Solfire clothing on the pro tour.

"Solfire is a creative brand that is emerging into tennis," said WTT CEO/Commissioner Ilana Kloss. "We're excited to have them join our growing portfolio of innovative partners."

"Solfire is extremely excited to be teaming up with World TeamTennis in their 35th season," said Solfire founder Brendan Murphy. "Solfire is a non-traditional tennis brand and the WTT Pro League is a non-traditional tennis league. We both bring great energy and enthusiasm to the game of tennis and I believe our products will provide an exciting new look and feel to the league".

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### **ABOUT SOLFIRE:**

Solfire is a contemporary lifestyle brand that bridges the gap between sport, fashion, and art. Created using color and design elements inspired by the artwork of founder Brendan Murphy, Solfire offers a full line of cross-functional active wear which combines high performance and an artistically unique style, both on and off the court, ALL DAY. EVERY DAY. For more information, visit [www.Solfire.me](http://www.Solfire.me).

### **ABOUT WORLD TEAMTENNIS (WTT):**

World TeamTennis (WTT) showcases both the best in professional and recreational team tennis. In the WTT Pro League, co-founded by Billie Jean King, the biggest names in the world play using the innovative co-ed team format. WTT Recreational League also operates co-ed team leagues and events. The United States Tennis Association is a minority owner and promotional partner of World TeamTennis. For more information, visit [www.WTT.com](http://www.WTT.com).

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