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For Immediate Release

Acura Named Official Automobile of World TeamTennis Pro League

Acura and Tennis Legend Billie Jean King kick-off Sponsorship at New York Auto Show

NEW YORK, April 1, 2010 – Acura today announced the brand is now the official automobile of the World TeamTennis (WTT) Pro League. Acura will be present at all 73 WTT matches scheduled for this summer, which is also the 35th season of the coed League co-founded by Billie Jean King. WTT is played in ten venues across the country and starts July 5th running through July 25th.

“World TeamTennis is a fast paced, creative approach to the traditional game of tennis,” said Steve Center, vice president of advertising and public relations for Acura. “At Acura, we applaud this type of innovative thinking and feel it’s a perfect match with the brand.”

“Both Acura and World TeamTennis share a commitment to excellence and innovation,” said Ilana Kloss, WTT CEO/Commissioner. “Acura’s modern approach to luxury is a great fit with WTT’s modern take on tennis.”

Acura’s agreement with World TeamTennis includes provisions for print and TV advertising, Acura signage and vehicle displays. Acura’s partnership with WTT continues the brand’s commitment of sponsoring organizations that set new standards in excellence and advance the human spirit.

To kick-off the sponsorship, Billie Jean King will be at the New York International Auto Show in the Acura booth on April 1st, at 2:00 pm EST. Billie Jean will be available for media interviews and photography at the Acura booth for a limited time.

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About World TeamTennis (WTT):

World TeamTennis (WTT) showcases both the best in professional and recreational 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 in 1974, virtually every major champion of the Open era has played World TeamTennis.

For more information, visit www.WTT.com.

About Acura

Acura offers a full line of technologically advanced performance luxury vehicles through a network of 270 dealers within the United States. The 2010 Acura lineup features six distinctive models including the RL luxury performance sedan, the TL performance luxury sedan, the TSX sports sedan, the turbocharged RDX luxury crossover SUV, the award-winning MDX luxury sport utility vehicle and the all-new ZDX four-door sports coupe.

For media information and high-resolution photos of all Acura vehicles, please visit www.acuranews.com. For consumer information, please visit www.acura.com.

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