

'It's One for All, All for One'

as Major Tennis Bodies Unite Around Global Child Development Initiative



First Serve to Empower Youth Through Life Skills Program

In an unprecedented and much heralded show of unity, representatives from the major governing and organizational bodies of tennis announced on April 3, 2004, joint support for a new international youth empowerment initiative called First Serve.

First Serve is dedicated to helping kids develop life-long skills through the sport of tennis by combining on and off-court activities. The program reaches children in a full range of socio-economic classes after school and during the summer through its "First Serve Life Skills Curriculum."

"For decades many of the organizations within the tennis community have been challenged to come together on issues ranging from governance to marketing," said Trey Buchholz, executive director of First Serve. "It is somewhat ironic, yet particularly gratifying, to see these organizations unite around the common and noble cause of contributing to the positive development of children. We are confident that this united effort will provide First Serve kids with real life power, on and off the court."

Supporting Organizations

The organizations currently supporting First Serve include the Association of Tennis Professionals (ATP); the International Tennis Hall of Fame; the Professional Tennis Registration (PTR); the United States Professional Tennis Association (USPTA); the United States Tennis Association (USTA); and the Women's Tennis Association (WTA) Tour.

"This commitment by the major governing bodies of tennis to help make a significant impact on today's youth is a critical component in the success of First Serve," Buchholz said. "We look forward to a long and successful relationship with our partners and appreciate all of the help and support we have received."

These organizations formally announced their involvement with First Serve during a special ceremony at the NASDAQ-100 Open. The tournament was an early supporter of First Serve and continues to provide valuable direction and guidance. First Serve was originally created as part of the Ashe-Buchholz Tennis Center at Moore Park, located in Miami, Florida. The Buchholz Family funded the construction of the tennis center and Moore Park to make tennis available to inner-city youth. The tennis center's name resulted from a long friendship between the Buchholz brothers and Arthur Ashe and their passion to support inner-city

youth. Earl "Butch" Buchholz, an early pioneer and player in professional tennis, was a product of public courts, having mastered the game under the tutelage of his father in St. Louis, Missouri. Florida Governor Jeb Bush, the First Serve Honorary Chairman, was instrumental in the expansion of 12 additional First Serve sites throughout the state of Florida.

The First Serve Life Skills Curriculum

More than 20 executives from 17 tennis educational organizations throughout the country have participated in a Curriculum Design Conference. These leaders provided the basis for a Curriculum Blueprint, a formal but living guide completed next month. The organizations that participated in the design conference will meet again this summer to develop and provide training on the initial First Serve draft curriculum.

Additionally, a unique approach established during the Design Conference was the involvement of children in the design and development of the core curriculum, resulting in a "for kids, by kids" approach to First Serve.

"We know from talking to childhood development experts that many benefits accrue from active participations in the sport of tennis," Buchholz said. "First Serve's unique core curriculum will offer children positive socialization with peers and community members in a safe and fun environment, participation in a culture that promotes learning, achievement and service to others, and the life-long development of social, physical and emotional well-being," said Mr. Buchholz.

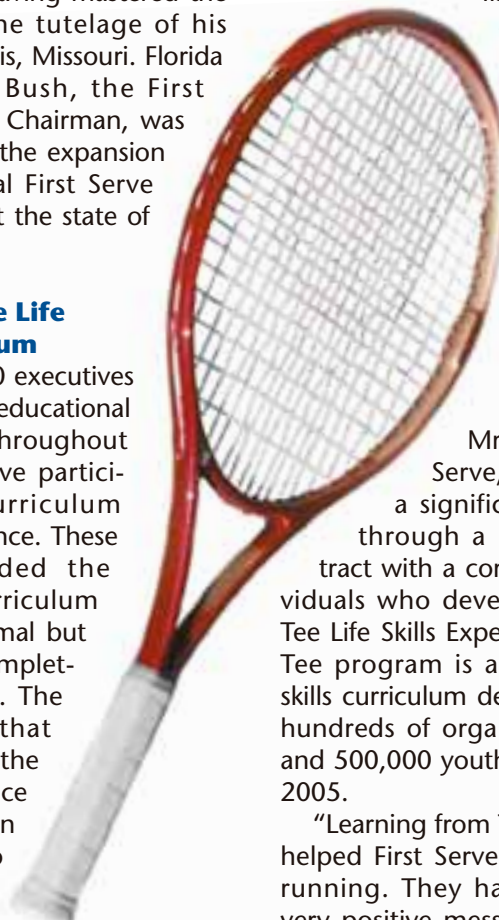
First Serve and The First Tee® Strategically Aligned

First Serve has established a strategic alliance with The First Tee to share ideas on helping kids through life skills curriculum. "We are very grateful for the ongoing support of The First Tee leadership," said Mr. Buchholz.

First Serve, Inc. has made a significant investment through a long-term contract with a core group of individuals who developed The First Tee Life Skills Experience. The First Tee program is a multi-level life skills curriculum designed to reach hundreds of organized programs and 500,000 youth participants by 2005.

"Learning from The First Tee has helped First Serve hit the ground running. They have conveyed a very positive message to those of us interested in empowering youth through tennis — The First Tee and related youth organizations do not view us as competing for resources. Their view is that tennis and golf are both helping kids, and there are tens of millions of kids out there," said Mr. Buchholz. ●

Headquartered in Fort Lauderdale, Florida, First Serve, Inc. is a youth empowerment organization that utilizes tennis to help kids develop the skills, values, and experience they need to be responsible, productive and successful in life. The organization provides a network between the major organizations of tennis and local tennis educational programs. Current and future tennis facilities create a venue for teaching a broad range of age-appropriate life skills — "real life power, on and off the court."



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