

FOR IMMEDIATE RELEASE

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'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

MIAMI-April 3, 2004 -- In an unprecedented and much heralded show of unity, representatives from the major governing and organizational bodies of tennis announced today 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 Registry (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 will formally announce 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 at Moore Park to make tennis available to inner city youth. The tennis center's name resulted from a life 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 twelve additional First Serve sites throughout the state of Florida.

The First Serve Life Skills Curriculum

Last weekend, more than 20 executives from 17 tennis educational organizations throughout the country participated in a Curriculum Design Conference. (See listing of participating organizations attached). This leadership provided the basis for a Curriculum Blueprint, a formal but living guide completed next month.

The organizations who participated in the design conference 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 participation 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 on-going 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.

About First Serve Inc. (A recognized not-for-profit 501(c)(3) entity)

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." www.firstserve.org

About the Partners

ATP

With about 64 tournaments in 30 countries, the ATP showcases the finest athletes competing in the world's most exciting venues. From Australia to Europe, and the Americas to Asia, the season-long INDESIT ATP 2004 Race unites players and tournaments in a quest for success. The world's premier stars compete all season for INDESIT ATP 2004 Race points as they seek to secure a coveted spot in the Tennis Masters Cup, the year-end championship to be held November 13 - 21 in Houston, Texas, and a chance to claim the title of World No. 1. For more information, please visit www.ATPtennis.com.

"The ATP supports First Serve for a number of reasons but mainly because it's an initiative that our tournament and player members have always embraced: Empowering Kids," said Mark Miles, ATP Chief Executive Officer. "Our long-standing relationship with Butch Buchholz and the NASDAQ-100, one of prestigious ATP Masters Series tournaments, makes this a natural fit for the ATP, and I'm pleased to see the tennis family come together in support of such a wonderful program."

International Tennis Hall of Fame

Celebrating it's 50th Anniversary, the International Tennis Hall of Fame, located in Newport, Rhode Island, is a non-profit institution dedicated to preserving the history of tennis, inspiring and encouraging junior tennis development, enshrining tennis heroes and heroines and providing a landmark for tennis enthusiasts worldwide. For more information, visit www.tennisfame.com"

The International Tennis Hall of Fame proudly supports First Serve," said Tony Trabert, International Tennis Hall of Fame President. "The First Serve Life Skills curriculum will provide opportunities for children throughout the world, instilling the many values, experience, and skills they need to succeed in life. The International Tennis Hall of Fame inspires youth with tennis stars throughout history. We embrace the youth empowerment initiative First Serve and are excited to collectively provide opportunities for the First Serve kids to become stars-stars in life".

NASDAQ-100 Open

The NASDAQ-100 Open is the only combined 12-day Tennis Masters Series event on the ATP and WTA Tour calendar the event features the world's top-ranked pros: 96 men and 96 women in singles competition, and 32 men's teams and 32 women's teams in doubles action. This year, the NASDAQ-100

Open will be celebrating its 20th Anniversary March 24 through April 4 at the Tennis Center at Crandon Park in Miami, Florida. For more information, visit www.nasdaq-100open.com.

"For the past few years, the Nasdaq-100 Open has been a great supporter of First Serve. First Serve has been able to utilize the tournament grounds for special events such as the First Serve Pro Am, interactive/promotional displays, kid's day and media events. The partnership is dynamic in that the tournament has the ability to provide wonderful opportunities for the First Serve kids through non-financial resources," said Butch Buchholz, Nasdaq-100 Open Founder and Chairman. "I look forward to sharing these ideas with my colleagues and other ATP and WTA Tour tournament directors so that these same partnerships can take place between First Serve kids and their respective tournaments throughout the world. The support for First Serve kids from other tournaments, coupled with the involvement of the players and the other major organizations, will have an enormously positive impact on the lives of many children."

Professional Tennis Registry (PTR)

This organization dates back to 1976 when it was founded Dennis Van der Meer. Since then, PTR has provided its members with numerous benefits to assist them in "Making a World of Difference." With 11,000 members in 124 countries, PTR's mission is to provide education, certification and service to tennis teaching professionals and coaches worldwide in order to grow the game of tennis."

PTR is pleased to support First Serve because we believe First Serve is a program that will enhance our sport. With the program's focus on kids, what better way to ensure the future health of tennis," said Dennis Van de Meer, Founder of the Professional Tennis Registry

United States Professional Tennis Association (USPTA)

Founded in 1927, United States Professional Tennis Association (USPTA), is the world's oldest and largest association of tennis teaching professionals. With more than 12,500 members worldwide, USPTA strives to raise the standards of the tennis profession while promoting participation and lifetime enthusiasm for tennis. The daily administration of USPTA is overseen by the CEO at the World Headquarters in Houston.

"The reason I have taught tennis to my own children, and to so many others, is because of the character-building opportunities it presents. I know that this is also true for a great many members of our organization. USPTA is happy to support First Serve because of its focus on helping children learn through tennis," said Tim Heckler, CEO of the United States Professional Tennis Association.

United States Tennis Association (USTA)

This organization encompasses all 50 states, Puerto Rico, the U.S. Virgin Islands, American Samoa and Guam, is composed of 17 geographical sections. It was created to standardize tennis rules and

regulations and to encourage and develop the sport. From its inception in 1920, the USTA has evolved through more than a century of expansion and development. For more information, visit www.usta.com."

The USTA is pleased to endorse the objectives of First Serve as they continue to promote a strong national and soon-to-be international brand that adds life enhancement skills to at-risk youth." ð Mr. Alan Schwartz, Chairman and President of the United States Tennis Association

The Women's Tennis Association Tour (WTA)

The WTA Tour is the world's premier professional sport for women. In 2004, more than 1,000 players representing 76 nations are competing for \$58 million in prize money at 60 events in 31 countries. The 2004 season concludes in November with the WTA Tour's season-ending Championships presented by Porsche at the STAPLES Center in Los Angeles, California. WTA Tour events are viewed across the globe, reaching hundreds of millions of households, and are immensely popular in person, attracting more than 4 million spectators worldwide. For more information, visit www.wtatour.com

"All of our organizations have unique and defined missions aimed at supporting the constituents we serve, both nationally and internationally. This is the first time we have seen the leadership come together on such a scale to support one worthy pursuit and, there is no mission more important to rally around than the future success of our children."- Mr. Larry Scott, Chairman and CEO, WTA Tour

Curriculum Design Conference: Participating Organizations

Arthur Ashe Youth Tennis & Education	Philadelphia, PA
Ashe/Buchholz Tennis Center at Moore Park	Miami, FL
City of Ft. Lauderdale Parks and Recreation	Ft. Lauderdale, FL
Ft. Snelling Tennis & Learning Center Minneapolis, MN	Minneapolis, MN
Greater Miami Tennis Foundation Miami, FL	Miami, FL
MaliVai Washington Kids Foundation Jacksonville, FL	Jacksonville, FL
NJTL White Plains, NY	White Plains, NY
Palm Beach Area Tennis Patrons Foundation West Palm Beach, FL	West Palm Beach, FL
Pylar Jr. Tennis Academy--Dwight Davis Tennis Cntr St. Louis, MO	St. Louis, MO
Tennis ACES San Francisco, CA	San Francisco, CA
Tennis Foundation of St. Petersburg St. Petersburg, FL	St. Petersburg, FL
Tennis in Motion Atlanta, GE	Atlanta, GE
USA Tennis - Florida Section Florida	Florida
USA Tennis - NorCal Section Northern California	Northern California
Washington Tennis & Education Foundation Washington, D.C.	Washington, D.C.
Youth Tennis Advantage Stanford, CA	Stanford, CA
Zina Garrison All Court Tennis Foundation Houston, Texas	Houston, Texas