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September 1, 2008

First Serve Competition
Winner Visits US Open

NEW YORK, NY, USA - For 16-year-old Jerica Coley, part of the prize for winning the First Serve National Student Athlete Competition was a trip to New York City for a full day of the world's best tennis at the US Open. That trip took place this past Sunday, August 31, and for Coley and her parents it was definitely a day to remember.

Jerica met a number of Sony Ericsson WTA Tour players during her visit to the USTA Billie Jean King National Tennis Center. She sat in on Jelena Jankovic's press conference after her third round victory, then met the world No.2 and had a photo taken with her.



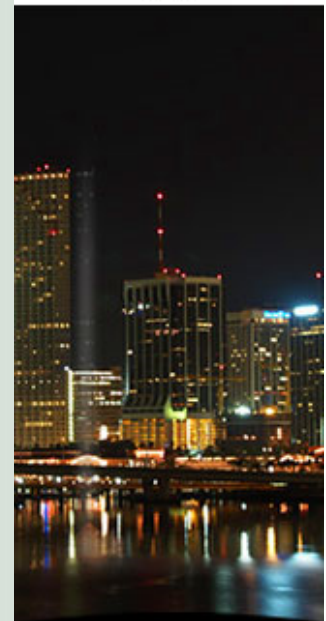
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After that she was taken to the media center, the player lounge and player restaurant. Along the way, Jerica met the likes of Venus Williams, Jill Craybas and Liezel Huber, as well as Tour Chairman & CEO Larry Scott and his wife, Cybille. After all of that she met back up with her proud parents, Jerry and Kathy.

The First Serve National Student Athlete Competition began on August 21, 2007 and ran through July 15, 2008. Academic grades and results at junior tennis tournaments were tabulated, and at the end of this, its first season, a No.1 male and a No.1 female First Serve Student Athlete of the Year were crowned and awarded with the \$5,000 scholarship (the \$5,000 that went to Coley was donated by the Tour). In addition to that, the winners were also sent to the US Open and given a chance to meet their favorite players. Other awards in the program include the \$25,000 grant from First Serve National to the First Serve chapter with the most competitors in the Top 25 (in both divisions).

Coley, who just finished 10th grade and competed in the St. Petersburg, Florida chapter of First Serve (one of 17 in the country), was honored as the first female winner of the First Serve National Student Athlete Competition at the Hilton in St. Petersburg in July. She will be the first in her family to attend college.

First Serve is the only national organization that utilizes tennis with the solitary purpose of empowering youth with the skills, values and experience they need to be responsible, productive and successful in life. More about the organization can be found at its official website, www.firstserve.org.

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