

FOR IMMEDIATE RELEASE



Beach Tennis USA Returns To Ft. Lauderdale
Two-Day Event For Pro Players and First-Timers, May 9-10

New York, NY (April 21, 2009) – Beach Tennis USA®, the organization responsible for launching the sport of beach tennis in North America, will hold its Ft. Lauderdale Open May 9-10 on the beach, just north of the Sheraton Yankee Clipper Hotel, in Ft. Lauderdale. Ft. Lauderdale has become a hotbed for beach tennis talent, producing some the pro tour's best players, including Ric Simeon, Nic Paalzow, and Whitney Kraft. However, players of any skill level can register to play at the event by visiting www.beachtennisusa.net.

On Saturday, there will be both Amateur and Junior's division tournaments beginning at 10:00 a.m. and Men's Pro division pool-play beginning at 2:00 p.m. The action heats up on Sunday at 9:00 a.m. with the start of the Mix Doubles Paddle Tournament. The Men's and Women's Pro division finals will take place at 4:00 p.m. Players from all over the country will compete for the \$1,000 first-place prize, plus a guaranteed spot in the 2009 Beach Tennis USA National Championship in Long Beach, New York on September 5-6.

Beach tennis, which was launched in the U.S. as a pro and recreational sport in 2005 by real estate developer Marc Altheim, is a true hybrid sport that combines tennis and beach volleyball into one exciting and fast-paced game. Played on a regulation beach volleyball court, two players on each team use standard tennis racquets to hit a depressurized tennis ball back and forth over the net without letting it hit the sand.

Since its inaugural season in 2005, Beach Tennis USA has experienced tremendous growth in player participation and crowd attendance, due largely to the company's creation of regional licensing agreements and local leagues. To date, Beach Tennis USA has signed domestic licensee agreements in Charleston, SC, Tampa, FL, Ft. Lauderdale, FL and the Metro New York region as well as similar international deals in Japan, South Africa, Costa Rica, Puerto Rico and Bermuda.

"Beach Tennis Believes", the official charity of BTUSA, will be accepting donations throughout the weekend on behalf of Jack & Jill Children's Center, a non-profit organization that provides family oriented early childhood education and support to strengthen working families of Broward County. Beach Tennis Believes helps raise funds and awareness for community centers and youth programs.

About Beach Tennis USA

Beach tennis, which was launched in the U.S. as a pro and recreational sport in 2005 by real estate developer Marc Alheim, combines tennis and beach volleyball into one exciting and fast-paced game. Now in its fifth season, Beach Tennis USA has garnered increased attention while hosting events throughout Florida, Southern California, South Carolina, and New York. Beach Tennis USA has also gained recognition in the tennis world, attracting many former top-rated tennis players. The company continues to grow by adding new licensees in various U.S. cities and establishing "Team Beach Tennis," which promotes year-round league play. To learn more about this fast-growing sport, or to learn how to join the movement, please visit www.beachtennisusa.net.

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Media Contact: John Rarrick
BullsEye Public Relations
(212) 671-1080 X103
JR@bullseyepublicrelations.com