

For Immediate Release

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Beach Tennis USA Appoints James Lorenzo as President

New York, NY (August 13, 2008)— Beach Tennis USA[®], the organization responsible for launching the pro sport of Beach Tennis in North America today announced the appointment of James Lorenzo as President of the company.

Lorenzo, partner of the New York-based event and production company Imagine It Events and Entertainment, has overseen production of every major event for Beach Tennis USA since the sport was launched in 2005. In the past, Lorenzo worked closely with Marlboro Team Penske and produced the unveiling of the Marlboro Team Penske Race Car at the Biltmore Hotel in Miami, Florida. He has also been the President and Owner of DJ Productions since that company's inception 21 years ago.

Mr. Lorenzo will be overseeing all day-to-day operations for Beach Tennis USA, as well as maintaining his role in producing all the company's major events. Lorenzo replaces Fred Finkelstein, who will assume his new role as Chairman of the Advisory Board for the National Beach Tennis Association (NBTA).

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 fourth season, Beach Tennis USA has garnered increased attention while hosting events in Florida, California and New York. Beach Tennis USA has also gained recognition in the tennis world, attracting many former top-rated tennis players and having televised competitions featured on Tennis Channel, FSN West, SunSports, Comcast SportsNet, and SportsNet New York (SNY). 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 become a licensee, please visit www.beachtennisusa.net.