

FOR IMMEDIATE RELEASE



**Beach Tennis USA Heats up the Fourth of July
Weekend in Long Beach, California**

"Long Beach CA Open" Finishes West Coast Leg of 2009 Tour

New York, NY (June 29, 2009) – Beach Tennis USA®, the organization responsible for launching the sport of beach tennis in North America, will hold its Long Beach CA Open, Saturday and Sunday, July 4th and 5th on Alamitos beach at the Southeast corner of Shoreline Dr. and Ocean Blvd.

The thrilling play will begin on Saturday July 4th, with the Junior and Amateur tournaments starting at 10:00 a.m. and finishing around 1:00 p.m., followed by the Men's Pro division check-in at 1:00 p.m. and pool play at 2:00 p.m.

On Sunday, July 5th, the Mixed Doubles Paddles Tournament will start at 9:00 a.m., with the Professional Men's and Women's Pro division tournament beginning at 12:00 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, 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 Alheim, 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 (BTUSA) 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 The Long Beach Alliance for Children With Asthma" (LBACA), a partnership to improve the lives of children with asthma in the Long Beach community. 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 Altheim, 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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