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Beach Tennis USA To Exhibit At Superbowl XLIII

New York, NY (January 26, 2009)— Beach Tennis USA® (BTUSA), the organization responsible for launching the sport of beach tennis in North America, today announced it will host a beach tennis exhibition at the site of Superbowl XLIII. The expo, which is open to the public, will be held January 26-31, at the ESPN The Magazine Zone, at the corner of South Morgan and Finley Streets, Tampa, FL. Visitors will have a chance to watch top pro beach tennis players in action and participate in casual, open play.

"We're thrilled to have this opportunity to showcase the sport of beach tennis this week in Tampa," said Marc Alheim, BTUSA Founder and Commissioner. Alheim, who discovered beach tennis while vacationing in Aruba, added that the company's participation is indicative of the sport's rapid growth here in the States.

Beach Tennis USA plans to incorporate a full schedule of similar activation programs this year to compliment its upcoming 2009 National Tour, including stops in Panama City, FL in March (MTV Spring Break), and a return visit to the Sony Ericsson Open, March 25-April 5, in Key Biscayne, FL. The BTUSA 2009 National Tour will include nine events in Florida, California, South Carolina, and New York—all culminating with the 2009 National Beach Tennis Championship, September 5-6, in Long Beach, NY.

To learn more, visit www.beachtennisusa.net.

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 in South 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 become a licensee, please visit www.beachtennisusa.net.

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