



For Immediate Release

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***Lee Tennis, Leading Maker of Clay Tennis Courts,  
Launches Its First National TV Partnership with  
Tennis Channel***

*Lee Tennis Supports Tennis Channel by Sponsoring Its French Open Broadcast Coverage*

Charlottesville, VA (May 11, 2007) – Lee Tennis, the maker of HAR-TRU®, announced today that it will kick off its first **national television sponsorship** with **Tennis Channel** May 27. During the length of the sponsorship, which will last until June 10, Lee Tennis will endorse live-in match features, custom vignettes and billboards in support of the only clay court Grand Slam event, **Roland Garros**.

Tennis Channel will be available to more than **50 million homes** during the two weeks of Roland Garros, often referred to as the French Open (May 27 – June 10). The Lee Tennis sponsorship specifics listed above (live-in match features, custom vignettes and billboards) will highlight the history, benefits and beauty of clay courts and pros who love to play the game on clay courts.

John Welborn, director of business development at Lee Tennis, said “We are **avid advocates** of clay tennis surfaces and believe in advancing the clay court tennis experience; therefore, partnering with Tennis Channel **to promote the clay message** with loyal tennis viewers while supporting the pinnacle clay court Grand Slam was a natural choice for us.” Welborn added, “We are excited about this opportunity to educate, inform and inspire and hope to continue partnering with like-minded entities and world renowned pros like **Jose Higuera**s to demonstrate our commitment to the clay court community.”

“We’re proud to be a part of Lee Tennis’ first national television sponsorship, especially given both of our organizations’ roles in promoting the lifetime enjoyment of this sport,” said Ken Solomon, chairman and CEO, Tennis Channel.

“As the premier provider of the top-selling clay-court surface in the United States, it’s a natural fit for them to be a partner as Tennis Channel brings the French Open – the greatest clay-court tournament in the world – to U.S. television audiences in a way that’s never been done before,” added Doug Martz, senior vice president, advertising sales, Tennis Channel.

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Tennis Channel will present more than 100 hours from Roland Garros. TTC programming will begin on opening Sunday May 27, continuing daily with one men's semifinal on Friday, June 8. The network's live coverage will start at 5 a.m. and continue to 12 noon. Tennis Channel's coverage will then resume each day with an original, three-hour, nightly prime-time program titled *French Open Tonight* encompassing the best of the day's tennis events from both The Tennis Channel and ESPN2, previously unseen matches and other original features and coverage from in and around the streets of Paris. Tennis Channel will produce the French Open coverage for both Tennis Channel and ESPN2 and each network will utilize its own commentators.

#### **About the Tennis Channel:**

**Tennis Channel** ([www.thetennischannel.com](http://www.thetennischannel.com)) is the only 24-hour, television-based multimedia destination dedicated to both the professional sport and passionate lifestyle of tennis. A hybrid of comprehensive sports, health, fitness, pop culture, entertainment, lifestyle and travel programming, the network is home to every aspect of the wide-ranging, worldwide tennis community. It also has the most concentrated single-sport coverage in television, with telecast rights to Roland Garros (the French Open), the Australian Open, US Open Series, ATP Masters Series, top-tier Sony Ericsson WTA Tour championship competitions, Davis Cup and Fed Cup by BNP Paribas, and Hyundai Hopman Cup. Tennis Channel is carried by eight of the top 10 MSOs and has a national footprint via DIRECTV and Echostar's DISH Network.

#### **About Lee Tennis:**

An affiliate of **Luck Stone Corporation**, **Lee Tennis** has played a vital role in the development of the HAR-TRU tennis court. Having 40,000 Har-Tru courts, Lee Tennis has been the mainstay on the clay court business in North America since 1964. Lee Tennis' dedication to quality and refinement has made Lee's HAR-TRU surfacing the number one selling clay type surfacing material. To support surfacing, Lee Tennis manufactures a full line of quality maintenance equipment and accessories, and provides expert technical consulting and customer support. Lee Tennis is represented by some of the leading tennis real property contractors in the U.S., and its products are sold in many countries around the world. Please visit [www.leetennis.com](http://www.leetennis.com) for more information.

#### **About Jose Higuera:**

Having more than 20 years of coaching experience, Jose Higuera shares his knowledge with his students through the world-class **Jose Higuera Tennis Institute** in Palm Springs, Ca. His game was rooted in the qualities he's known for: patience, hard work and sense of fair play. Higuera, a winner of 15 ATP (Association of Tennis Professionals) tournament titles, ranked in the world top ten. Additionally, Higuera received the ATP sportsmanship award in 1983. For information on Jose Higuera and the Jose Higuera Tennis, please visit [www.higuerastennis.com](http://www.higuerastennis.com)

#### **About Luck Stone Corporation:**

**Luck Stone Corporation** is one of the largest private, family-owned and operated aggregates suppliers in the U.S. Headquartered in Richmond, Virginia, Luck Stone is the 9th largest producer of crushed stone in the nation. It operates 17 crushed stone plants in Virginia and North Carolina, 2 sand and gravel operations, 6 architectural stone centers and 2 granite fabrication facilities. The company's real estate arm,

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Luck Properties, strives to develop real estate that is community- and environmentally-friendly. Luck Stone also owns Lee Tennis/HAR-TRU®, the world's most popular type of clay tennis court and a leading supplier of court accessories. Luck Stone is committed to environmental stewardship and community involvement and has been recognized nationally for its conservation and community relations programs. Please visit [www.luckstone.com](http://www.luckstone.com) for more information.

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