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Beach Tennis USA To Debut in Chicago at EVP Volleyball Event *America's Fastest-Growing Beach Sport Partners With EVP For 2010 Tour*

New York, NY (July 13, 2009) – Beach Tennis USA®, the organization responsible for launching the sport of beach tennis in North America, will hold an exhibition beach tennis event at the site of the Extreme Volleyball Professionals (EVP) 19th Chicago Pro-Am Series, on Saturday, July 18. The action will take place at 1800 N. Lake Shore by the North Avenue Beach Boathouse. From 9:00 a.m. to 2:00 p.m. the event will feature free open play and training clinics, and from 2:00 p.m. to 4:00 p.m., a “paddle battle” or round robin tournament will be open for anyone to join.

“This weekend’s beach tennis demonstration is really meant to serve as prelude to our joint tour in 2010 with the EVP,” said Jim Lorenzo, President at Beach Tennis USA. “Chicago is a market we’re excited to be in. There’s already a budding beach tennis movement there. This event is a great opportunity for anyone to come down and see what we’re all about,” Lorenzo added.

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. Nutrition

