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**THE 2010 LEGG MASON TENNIS CLASSIC KICKS OFF USTA'S  
NATIONAL TENNIS MONTH WITH START OF PUBLIC TICKET SALES**  
*Olympus US Open Series Event set for July 31-August 8, 2010*

**WASHINGTON, DC** (29 April 2010) – **The 2010 Legg Mason Tennis Classic presented by GEICO**, an ATP World Tour 500 event and part of the Olympus US Open Series, will be held from **July 31- August 8** at the William H.G. FitzGerald Tennis Center in Rock Creek Park (16<sup>th</sup> & Kennedy Streets, NW).

**Ticket packages** and **Single Session tickets** for the Legg Mason Tennis Classic go on **public sale Saturday, May 1** – a fitting initiation of National Tennis Month!

“National Tennis Month provides an opportunity for both new and established tennis players to join in a multitude of activities celebrating the sport that they have chosen for a lifetime of fun,” said Rod Dulaney, Executive Director of the USTA Mid-Atlantic Section. Activities are planned for National Tennis Month throughout May in the Mid-Atlantic area, including the US Open National Playoffs, the first step to securing a wildcard into the 2010 US Open in August.

“The Legg Mason Tennis Classic is very excited to launch our ticket campaign at the beginning of National Tennis Month,” said Jeff Newman, Tournament Director and Senior Vice President of Events for BEST. “The tournament was founded on the belief that tennis should be accessible to everyone and we continue to create ticket packages and prices that allow anyone to see world-class tennis.”

Weeklong ticket packages start at \$165 (\$15 per session) and single session seats range from \$10 to \$70, depending on session and seat location. In addition to the tournament’s weeklong Box Seat and Reserved Seat packages, other flexible ticket packages include Box Seat Mini-Breaks (box seat tickets for three sessions versus all eleven sessions), Weekender Package (reserved seat for the first weekend and all Quarterfinal, Semifinal and Final matches Friday through Sunday) and Day Tripper (both sessions of Friday or Saturday at one low price). More value added packages will be announced during the next month, such as family 4 packs, Kids Day and other special event promotions.

Last year, the Legg Mason Tennis Classic was selected as one of the newly created ATP World Tour 500 events, more than doubling the prize money offered to \$1.4 million - and nearly tripling the number of points offered for players (185 to 500 points). The designation recognizes the event as one of the top 20 tournaments on the ATP World Tour which was viewed by over 50 million people worldwide in 2009.

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Additionally, as part of its 500 level status, the Legg Mason Tennis Classic remains the only men's professional tournament of the official ATP World Tour calendar during the week of July 31-August 8, just prior to the Masters 1000 events in Toronto and Cincinnati. The full player field (48 singles main draw players) will be finalized six (6) weeks prior to the tournament, but three-time Legg Mason Tennis Classic champion **Andy Roddick** has already announced that he will return to Washington for the ninth time since turning pro in 2000. This announcement came on the heels of him capturing the title at the ATP World Tour 1000 Miami and finishing as runner-up at the ATP World Tour 1000 in Indian Wells the week prior. He won at Brisbane earlier in the year.

An integral part of the sports and entertainment fabric of Washington, DC for over 40 years, the Legg Mason Tennis Classic, a BEST production, is owned by and benefits the Washington Tennis & Education Foundation, which seeks to improve the life prospects for DC area youth. Furthermore, this marks the 17<sup>th</sup> straight year that Legg Mason, the Baltimore-based global asset management firm, has served as title sponsor. They have hosted the tournament since 1994, when hall of famer Stefan Edberg claimed the coveted title, won in 2009 (and 2008) by Juan Martin Del Potro. The firm is only the sixth title sponsor in tournament history and North America's longest-term sponsor on the ATP World Tour.

Ticket packages for the Legg Mason Tennis Classic go on public sale Saturday, May 1 and can be purchased through the tournament hotline at 202-721-9500. Single session tickets, ranging in price from \$10-\$70 – based on location, session date and time – are also available beginning May 1 through all TicketMaster outlets. For more information on the Legg Mason Tennis Classic presented by GEICO, please visit the tournament Website at [leggmasontennisclassic.com](http://leggmasontennisclassic.com), follow the Legg Mason Tennis Classic on Facebook at [facebook.com/leggmasontennisclassic](https://facebook.com/leggmasontennisclassic), or call 202.721.9500.

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#### **About The WTEF**

The Washington Tennis & Education Foundation (WTEF) was founded in 1955 as an organization designed to help disadvantaged youth through tennis. Since then, it has evolved into an organization that provides academic help to at-risk children, by helping them to apply the lessons learned on the tennis court in the classroom and beyond. Today, WTEF is a leader in the best practice of providing academic enrichment, supplemented by tennis and life skills instruction, as a means for developing the skills necessary to achieve academic and personal success. WTEF seeks to improve the life prospects of DC area youth, particularly those from low-income communities, through tennis, educational, and community-building activities that teach discipline, build confidence, and improve academic performance. [www.wtef.org](http://www.wtef.org)

#### **About Legg Mason**

Legg Mason is a global asset management firm, with \$685 billion in assets under management at March 31, 2010. The Company provides active asset management in many major investment centers throughout the world. Legg Mason is headquartered in Baltimore, Maryland, and its common stock is listed on the New York Stock Exchange (symbol: LM). [www.leggmason.com](http://www.leggmason.com)

#### **About BEST**

BEST is a unified full-service sports and entertainment company. Current clients include legendary ATP doubles team Bob and Mike Bryan, rising star Melanie Oudin, WTA #2 Caroline Wozniacki and WTA #9 Victoria Azarenka; Super Bowl MVP Santonio Holmes, Reggie Bush, DeAngelo Hall, Darren Sharper, 2009 AP Offensive Player of the Year Chris Johnson, 2009 AP Offensive Rookie of the Year Percy Harvin and 2010 First Round Draft picks Brandon Graham, Maurkice Pouncey and Kyle Wilson; NBA All-Star Shawn Marion, 2009 NBA Lottery pick Ricky Rubio and 2009 NBA Sixth-Man of the Year Jason Terry; top MMA heavyweight Fedor Emelianenko; basketball legend Magic Johnson; boxing legend Floyd Mayweather, Jr.; entertainment personalities John Saunders, Jenn Brown and Matt Vasgersian. Media & Event properties include the US Open Tennis Championship, the French Open Tennis Championship, the Legg Mason Tennis Classic, numerous US-based ATP tournaments, Rock 'n Racquets, the Boston Marathon, the Superstars Competition, Ice Wars, The Hall of Fame Showcase, the Men's and Women's Fifth Third Bank Tennis Championships and experiential grassroots properties Hoop It Up, Kick It and Let It Fly. [www.experienceBEST.com](http://www.experienceBEST.com)

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