



PRESS RELEASE

2010 OLYMPUS US OPEN SERIES REACHES MORE PEOPLE ON ESPN2 THROUGH FOUR WEEKS THAN EVER BEFORE

Western & Southern Financial Group Women's Open Final between Kim Clijsters and Maria Sharapova equals second-highest rated OUSOS event in ESPN2's history

Flushing, N.Y., August 20, 2010 – The USTA announced today that television coverage of the 2010 Olympus US Open Series on ESPN2 has reached more people through four weeks than ever before at this point in the Series' seven-year history. Additionally, Sunday's singles final at the Western & Southern Financial Group Women's Open between Kim Clijsters and Maria Sharapova was the second-most-watched Olympus US Open Series match in ESPN2's history.

Through four weeks, Olympus US Open Series broadcasts on ESPN2 have reached 33.2 million people, up almost two million from the previous high, set last year. Sunday's women's final between Clijsters and Sharapova averaged 622,000 households and 902,000 people, second only to the 2005 Rogers Masters men's final between Andre Agassi and Rafael Nadal, which averaged 653,000 households and 930,000 people.

"The Olympus US Open Series continues to broaden TV viewership of tennis throughout the summer," said J. Wayne Richmond, General Manager, Olympus US Open Series, USTA. "Tennis fans want to see the best in tennis and have tuned-in in record numbers for the Series' signature back-to-back Finals coverage on ESPN2."

Next on the Olympus US Open Series: The men are competing at the Western & Southern Financial Group Masters in Cincinnati, while the women are in Montreal for the Rogers Cup. ESPN2 will provide 22 hours of coverage, including the women's singles final on Sunday beginning at 3:00 p.m. ET. CBS Sports will broadcast the men's singles final on Sunday at noon ET and Tennis Channel will provide additional coverage from Montreal. For a complete television schedule, visit www.OlympusUSOpenSeries.com.

Now in its seventh season, the Olympus US Open Series has established itself as a true regular season of hard court tennis, linking 10 summer tournaments to the US Open. Fans can follow the action throughout the summer through national television coverage, culminating each week with back-to-back men's and women's finals every Sunday afternoon. Players battle for \$40 million, including a chance for bonus prize money at the US Open. In 2008, Olympus became the first title sponsor of the Series. The Olympus US Open Series is also supported by sponsors **American Express, Evian, Grand Marnier and SPDR State Street Global Advisors.**

Sam Querrey won the 2009 Olympus US Open Series men's title and Elena Dementieva won the women's title. In 2007, Roger Federer collected the biggest paycheck in tennis history -- \$2.4 million -- for winning US Open and the Olympus US Open Series. In 2005, Kim Clijsters also captured both the US Open and the Olympus US Open Series, winning \$2.2 million -- the largest purse in women's sports history.

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