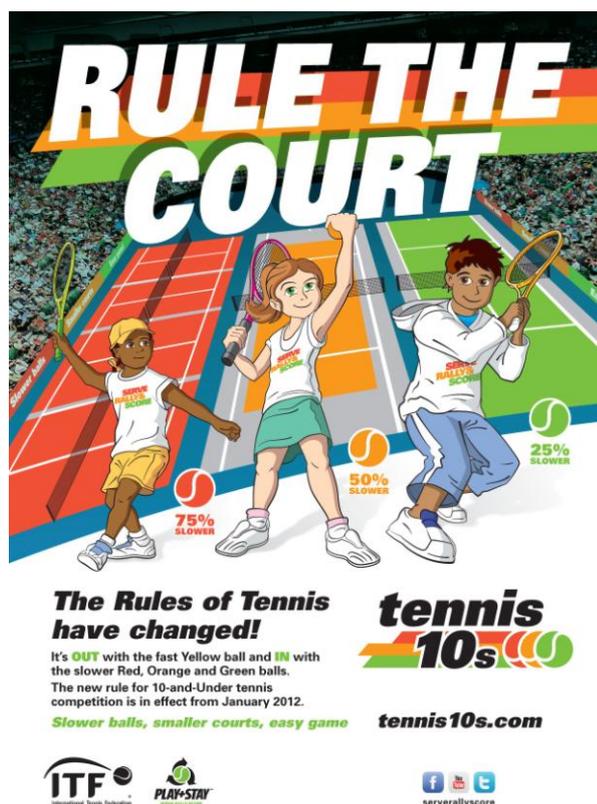


January 2012

Dear President

Please find enclosed a copy of the press release and accompanying new global advert (see below) that has been sent out this week regarding the rule change for 10-and-under competition that came into effect on January 1st 2012. The change means that competition for this age group can no longer be played using a regular yellow tennis ball and instead the use of slower 'red', 'orange' or 'green' balls on the appropriate size court is mandated.



RULE THE COURT

The Rules of Tennis have changed!

It's **OUT** with the fast Yellow ball and **IN** with the slower Red, Orange and Green balls. The new rule for 10-and-Under tennis competition is in effect from January 2012.

Slower balls, smaller courts, easy game

75% SLOWER

50% SLOWER

25% SLOWER

tennis 10s

tennis10s.com

ITF International Tennis Federation

PLAY+STAY

serverallyscore

The Rules of Tennis have changed

Approved at the ITF AGM 2010, Washington, the 10-and-under rule change is only the fifth occasion the ITF Rules of Tennis have been changed in the history of the sport and the rule change is a key part of the *Tennis10s* programme, which promotes the use of slower and lower bouncing balls, shorter and lighter rackets, and smaller courts to make it easier for children to take up the game.

Since the new rule was approved, we have worked very hard with National Tennis Federations and other key tennis stakeholders to ensure that everything is in place to implement the rule change across all levels in every country. To help National Federations the following supporting materials have been produced:

- Tennis10s leaflet
- Tennis10s parents leaflet
- Tennis10s implementation manual
- Tennis10s DVD for coaches
- Tennis10s: Marking Red and Orange Courts – A Guidance Manual
- Play Tennis coaches course and manual
- Adverts promoting the rule change and the use of the slower balls

The listed materials above are now available in many languages, including English, French, Spanish, Arabic, Russian and Chinese and are available via www.tennis10s.com. You can also find the list of all of the manufacturers worldwide who are producing and distributing the 3 types of balls and as a reminder, National Federations are able to purchase the slower Red, Orange and Green balls, by visiting www.tennisplayandstay.com.

You will be aware that many of the big tennis nations including the FFT, the USTA, the LTA and Tennis Australia have been supporting and promoting extensively the new ITF rule change and you can be assured that the ITF and these top nations will continue to work together with the tennis industry to promote and provide supporting materials within each nation so that the market for the slower balls continues to grow.

Now that the rule is in place we want to encourage our member nations to implement, monitor and in cases of clubs/tournaments in your country not respecting the rule change, initiate sanctions to ensure

that the rule change is implemented at all levels from national to club level competition. Using the enclosed press release and advert, I would encourage your federation to communicate the details from this press release to your respective stakeholders, clubs, coaches and players.

At this time of the rule change comes into effect, I thought it would be useful to give you a brief update on the *Tennis Play and Stay* campaign.

Tennis Play and Stay

The *Tennis Play and Stay* campaign is the ITF's global initiative launched in 2007 aimed at increasing tennis participation worldwide. The campaign slogan of 'Serve, Rally and Score' seeks to promote tennis as easy, fun and healthy for all levels, especially starter players. The chart below illustrates the structure of the campaign and the direction with which *Tennis Play and Stay* is evolving to address the main objective of increasing participation. The supporting programmes that are in place, such as *Tennis10s*, and the programmes that will be developed in the future, form part of this important campaign, as detailed additionally within this letter.



1. Tennis Xpress

Tennis Xpress is an active and dynamic starter programme for adult tennis players, using the orange and green balls to introduce the game. During 2011 the ITF has piloted *Tennis Xpress* in 9 nations around the world and the feedback was overwhelmingly positive. Tennis Xpress will allow starter adults to learn how to play tennis from the first lesson, learning the scoring, court positioning, simple technique and tactics whilst having a healthy workout. At the end of the 9-hours all of the players will be able to play competitively with either the green or regular yellow ball on the full court. Working collaboratively with the British Lawn Tennis Association, the Tennis Xpress programme will be launched in Spring-2012 with supporting resources available for National Federations to implement the programme in the second part of 2012.

2. Play+Stay Clubmark

As the *Tennis Play and Stay* logo continues to become an internationally recognised brand for recreational tennis, we will be launching a programme that distinguishes clubs that are highly effective in attracting and retaining players and that have effectively incorporated the core messages and programmes of *Tennis Play and Stay* campaign at the club level. Federations will be able to use the Play and Stay Club Mark to recognise good practice in clubs from a tennis participation point of view.

3. International Tennis Number (ITN)

The ITN is a key part of the *Tennis Play and Stay* campaign in that all players that can Serve Rally and Score should have an ITN or equivalent that helps them to find playing partners of a similar level. Tennis Australia have successfully re-launched their new national rating system following the 10 level ITN system. A review of the ITN will be taking place early-2012 and will continue to be an integral part of the *Tennis Play and Stay* campaign.

4. Tenn Tennis Programme

As agreed at the Introduction to Tennis Taskforce meeting in August 2010, work will begin in 2012 on a focused programme targeting the 13-17 year old market that will help to both attract and retain those in tennis at an age when many are leaving sport. We intend to involve expertise from outside the industry especially in the use of new media and also to do research into this age before trying to develop a programme that we hope could be launched in 2013 or 2014.

5. Re-launch of 'www.tennisplayandstay.com'

Over the next 2-months we will be launching the new www.tennisplayandstay.com website with increased functionality and even better online resource for National Federations. The new website will allow all National Federations with the opportunity to present their respective '*introduction to tennis*' programmes, displaying information, images, videos, links and resources. So far 16 federations have supplied information including Australia, France, Great Britain, Russia, Serbia, Sweden, Uzbekistan and Yemen. If you would like to present details of your National Federation's programme(s) on the new website, please do get in contact with my colleague Tim Jones via tim.jones@itftennis.com.

6. Tennis Play and Stay Seminar 2012

We are planning to organise the 3rd ITF *Tennis Play and Stay* Seminar for late 2012. As with the previous two seminars in 2007 and 2008, we intend to invite the key people responsible for tennis participation from national Tennis Federations from around the world as well as other important constituents. Further details will be distributed in due course.

7. Green ball rule change experiment 2012-2013

A recent development that I felt was very important to communicate with you is that a 2-year trial rule for the use of the Green ball, commencing 1st January 2012. The new rule as approved at the ITF Board meeting in November 2011 is as follows:

In addition to the yellow balls defined in appendix 1 of the ITF rules of tennis, the stage 1 green ball defined in appendix 6 of the ITF rules of tennis can be used as an optional ball on a 2 year trial basis for all levels of competitive play except world ranking professional tennis events, Davis Cup and Fed Cup, Junior Tournaments and Team events sanctioned by the ITF and affiliated regional associations, ITF Senior circuit and team events and ITF wheelchair circuit and Team events. During the trial period each National Federation shall have the right to decide which national competitive events should use the stage 1 green ball.

We believe that the impact of this experiment will be considerable as the green ball will effectively cease to be only a kids ball and will eventually become more widely used as a ball in competition for recreational players and for the development of both kids and adults. This will help greatly with the launch of Tennis Xpress in 2012.

Finally, I would like to thank you again for your support with the *Tennis Play and Stay* Campaign and with the implementation of the new rule change for 10-and-Under competition in your National Federation. Please feel free to contact me or my colleagues in the ITF Development Department at any time to discuss the campaign and any of the supporting programmes mentioned above.

Yours faithfully,



Dave Miley
ITF Executive Director, Development