



NEWS RELEASE

17 July 2024

ATP TOUR AND FITLINE FORGE GLOBAL PARTNERSHIP

LONDON: The ATP has announced a multi-year global partnership with Fitline, the premium sports nutrition brand. Fitline becomes the Official Sports Nutrition Partner and Official Energy Bar Partner of the ATP Tour through 2026.

Fitline's premium range of products are designed for athletic performance and to support energy as well as immune function. The global brand, developed and distributed exclusively by PM-International, offers a variety of supplements that can be tailored to meet individual needs.



Through the new partnership, Fitline will receive global exposure across the ATP Tour's social, editorial, and digital channels. It underscores the partners' shared commitment to supporting athletic performance and clean sport and builds on Fitline's partnership portfolio in professional sport, spanning athlete ambassadors and governing bodies.

Massimo Calvelli, ATP CEO: "We're delighted to welcome Fitline to the ATP Tour's partner roster. The synergies between our brands are evident, with both organisations dedicated to optimising athletic performance. This partnership reflects the ATP Tour's appeal to global partners and our strength in engaging fans digitally."

PREMIER PARTNER



PLATINUM PARTNERS





NEWS RELEASE

Rolf Sorg, CEO PM-International, added, “Through our partnership with the ATP Tour, we are proud that our sports nutrition is now represented on one of the largest stages in global professional sports. We’re excited to connect with tennis fans worldwide and continue sharing our passion to support professional and amateur sports in the community”.

###

Media contact: communications@atptour.com

About The ATP

The ATP’s mission is to serve tennis. As governing body of the ATP Tour and ATP Challenger Tour we entertain a billion global fans, showcase the world’s greatest players at prestigious tournaments, and inspire the game’s next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season’s best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About Fitline

FitLine offers a range of premium products for health, fitness and beauty from the inside and outside under its own brand FitLine®. The company's core competence is the Nutrient Transport Concept: The exclusive Nutrient Transport Concept (NTC®) delivers the nutrients when they are needed and where they are needed – to the cellular level, from the inside and out. Well over 1,000 top athletes from more than 85 disciplines and 40 nations trust FitLine nutritional supplements and FitLine is the official supplier of numerous sports associations and national teams. www.fitline.com

All FitLine nutritional supplement products have been on the Cologne list® for almost 20 years. The Cologne List® is an initiative from the sport and publishes products that have been tested for doping substances by a world-leading laboratory in NEM analysis (dietary supplements). The Cologne List® offers athletes and companies an independent service platform on which information is published transparently to increase security for both sides. For more information, please visit: www.koelnerliste.com

The importance of the Cologne list® is appreciated by many top athletes who use FitLine and is positively emphasized in particular by sports associations that are convinced of the FitLine products.

PREMIER PARTNER



PLATINUM PARTNERS



PIF

