

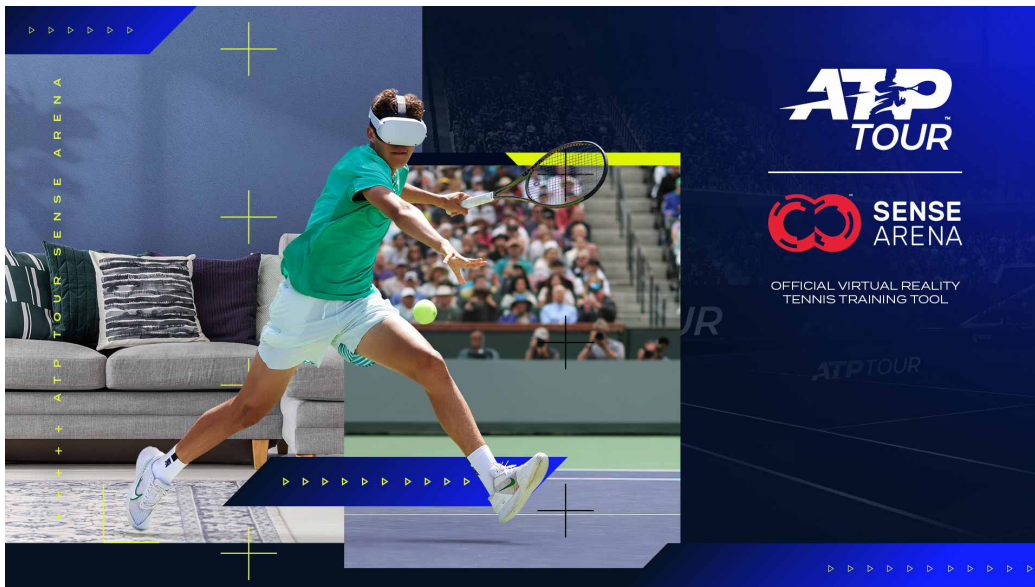
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24 August 2023

ATP & SENSE ARENA PARTNER TO LAUNCH VIRTUAL REALITY TENNIS TRAINING PLATFORM

LONDON/BRUSSELS - The ATP and Sense Arena, the world leader in virtual reality (VR) tennis training, have announced a new multiyear partnership that will see Sense Arena become the Official VR Tennis Training Tool of the ATP Tour.

Together, the partners will launch ATP Tour Sense Arena. The cobranded platform, operated via a Meta Quest 2 Headset paired with a haptic racquet, will offer groundbreaking VR training applications to tennis players of all levels worldwide. Additionally, the ATP's Top 100 singles players and Top 25 doubles players will receive complimentary access to train with Sense Arena's best-in-class VR technology.



The revamped ATP Tour Sense Arena platform will feature a new integration called Master Your Return, which will be powered by real match data and analytics from pro players on the ATP Tour and Hologic WTA Tours. This revolutionary feature will enable users to analyse and return true-to-life serves in VR from the top ATP and WTA players in the world. Additionally, Master Your Return will integrate match data from recreational players, allowing users to face accurate serves from virtual opponents of their equal skill level. The new feature will complement Sense Arena's existing serve integrations from ATP pro Jack Sock, who had his serve replicated in Sense Arena earlier this year.

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The ATP will in parallel collaborate with Sense Arena on the continued development of its training platform by designating advisors from its Medical Services, Technology and Business teams. The organisations will also work together to produce content to educate the wider tennis community about the benefits of mental training.

“Whether it’s on the ATP Tour or at any level of the game, the difference between winning and losing often comes down to mental fortitude and preparation,” said ATP CEO Massimo Calvelli. “Sense Arena is on the cutting edge of tennis training and we’re proud to lend our resources and expertise to advance a VR platform that will not only help our players, but tennis players of all ages and abilities across the globe.”



“Our goal is to change the game of tennis by elevating athlete performance through mental, tactical and visualisation-based training,” said Sense Arena Founder and CEO, Bob Tetiva. “Over the last few years, we have built Sense Arena for Tennis by working with the most respected names in the industry and this new opportunity to collaborate with the ATP will help us take our tennis training platform to the next level.”

ATP Tour Sense Arena is backed by International Tennis Hall of Famer Martina Navratilova and is being used by some of today’s top players including Jack Sock, Jennifer Brady, Brenda and Linda Fruhvirtova, Miomir Kecmanovic, Emil Ruusuvuori, Liudmila Samsonova, Hunter Reese, Daria Saville, Luisa Stefani and more.

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To get started with ATP Tour Sense Arena, download the app on the Meta app store and subscribe by visiting SenseArena.com/ATPTour.

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About The ATP

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

About Sense Arena

Sense Arena is headquartered in Prague, Czech Republic, and has North American offices in Tampa, Fla., Woburn, Mass., and Whitby, Ontario. Founded in 2018, Sense Arena is the world leader in virtual reality sports training and offers state-of-the-art platforms for ice hockey and tennis players.

Sense Arena launched its tennis platform in November 2022, which is backed by International Tennis Hall of Famer Martina Navratilova and used by dozens of ATP and WTA pro players including Jennifer Brady and Jack Sock. Additionally, ATP Tour Sense Arena is The Official Virtual Reality Training Tool of the Professional Tennis Registry, and the technology is used by the University of South Florida men's and women's tennis teams, as well as the Junior Tennis Champions Center (College Park, Md.) and the SVB Tennis Academy (Zephyrhills, Fla.).

In Fall 2023, Sense Arena will launch the first interactive National Hockey League VR platform titled NHL Sense Arena, which will feature the uniforms and logos of all 32 NHL teams. Sense Arena's ice hockey technology is used by more than 30 professional hockey teams – including five NHL teams -- 14 NCAA Division I hockey programs, and youth hockey organizations across the globe, with more than 2 million drills conducted.

For more information and updates on ATP Tour Sense Arena, visit SenseArena.com/ATPTour, or follow on Instagram, Facebook, and TikTok (@SenseArenaTennis).

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