



NEWS RELEASE

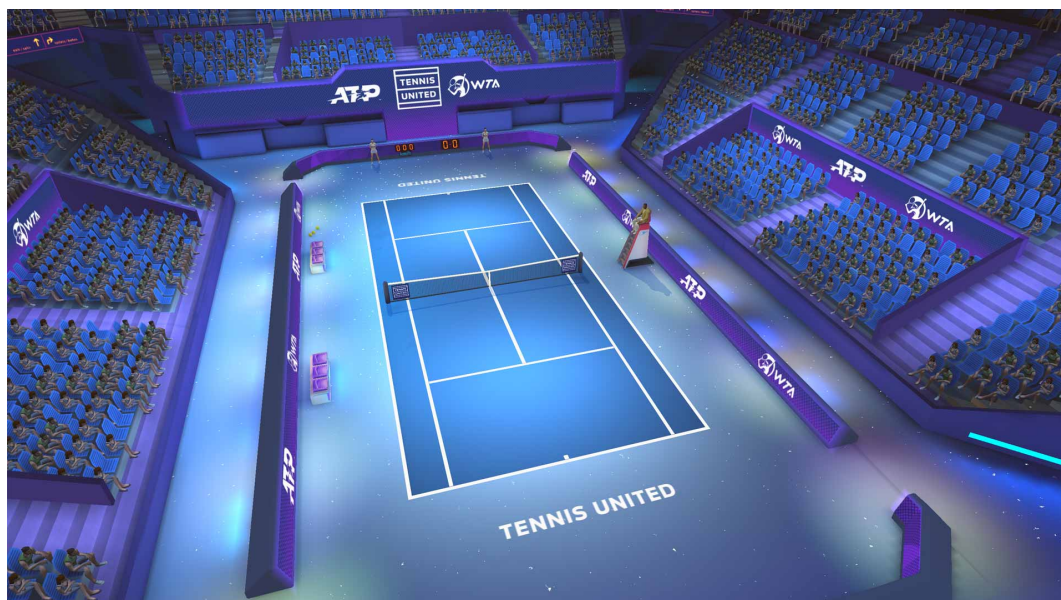
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ATP AND WTA JOIN FORCES WITH POPULAR MOBILE GAME TENNIS CLASH

LONDON: ATP and WTA are teaming up with Tennis Clash, the world's most popular tennis game for mobile platforms, developed by Wildlife Studios, to launch a new co-branded in-game tournament, Tennis United. All participating Tennis Clash players will be able to compete in the Tennis United tournament from 19-23 August.

The tournament gives participants the chance to compete, show off their skills and win prizes in a brand-new virtual arena. The event is the latest in a series of co-branded marketing initiatives between the Tours and runs parallel to the 2021 Western & Southern Open, an ATP Masters 1000 and WTA 1000 combined tournament in Cincinnati.

Qualifying rounds of Tennis United will be held from 19-21 August, when players will compete in 10 matches to reach the finals. The top 50 per cent of players in each bracket will advance to the final round, which will be held from 21-23 August. Every player who reaches the final round will be awarded an in-game prize. These prizes will become increasingly rare the higher the tier-level the players compete in.



Dan Ginger, SVP Brand and Marketing for the ATP and WTA, said: "Tennis and gaming both have communities that are incredibly passionate and engaged. We are excited to bring those worlds together with Tennis Clash, creating a compelling virtual experience and bringing our united storytelling to younger generations of fans."



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Mark Panelo, Wildlife's Vice President of Business Development, said: "Tennis Clash is the world's most popular tennis game, so there are synergies working with the ATP and WTA."

Ana Costa, Game Director of Tennis Clash, said: "Tennis Clash has had inclusivity as a pillar since its ideation, so creating a Tennis United tournament with the sport's governing bodies supports our vision and provides a uniquely appealing experience for our players."

Developed by Wildlife and based on in-depth studies of the sport, Tennis Clash offers an experience that is very close to that of a real match. As a result, it has become highly popular not just with mobile gamers, but also tennis fans. Easy to learn but hard to master, Tennis Clash is consistently ranked in the top five in the sports games category in the App Store, and was selected as one of the five best competitive games of 2019 in Google Play.

To download the game, visit the [App Store](#) or [Google Play](#).

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About The ATP

As a 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 ATP Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and FedEx 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, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About The WTA

Founded by Billie Jean King in 1973 on the principle of equal opportunity, the WTA is the global leader in women's professional sports. The WTA is one of the world's most recognisable and high-profile sports organisations, consisting of more than 1650 players representing approximately 85 nations, all competing to earn WTA rankings points and prestigious tournament titles. The WTA Tour is comprised of over 50 events and four Grand Slams, spanning six continents and nearly 30 countries and regions with a global audience of over 700 million. The Tour culminates with the Shiseido WTA Finals Shenzhen, honouring the season's top singles and doubles players based on the final standings of the Porsche Race to Shenzhen leaderboard. Further information on the WTA can be found at wtatennis.com.

About Wildlife

Wildlife is one of the world's largest mobile gaming companies. In over ten years, it has launched more than 60 games, including hits such as Sniper 3D, Zooba, Tennis Clash, War Machines and Colorfy. Founded by brothers Victor and Arthur Lazarte, the company's games have been downloaded more than 2.2 billion times across the planet. Wildlife has over 900 employees in four countries around the world, and many positions available – especially in game design, engineering and growth. To find out more about Wildlife and our career opportunities, visit www.wildlifestudios.com.