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TRION:Z

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"I recommend Trion:Z to everyone!"

Novak Djokovic
Olympic Gold Slam Winner
Continental World No. 1 Tennis Player

- Combines Minus-ions and Magnets in a unique combination unlike other sports bands on the market
- 50x to 100x the minus-ion power of other ionic-bracelets and necklaces
- Patented Alternating North-South Polarity Orientation to maximize magnetic field flow
- Great for Tennis players and for people with active lifestyles

Find out why Trion:Z is worn by professional athletes over 250 PGA TOUR, LPGA Tour, Champions Tour, NASCAR, Tennis, and many other sports!

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ATP Unveils “Feel It” Ad Campaign

The ATP recently unveiled the latest evolution of its advertising campaign—“Feel It.” Now in its second year, the multimillion-dollar campaign will again feature ATP World Tour stars including Rafael Nadal, Roger Federer, Novak Djokovic, Andy Roddick, Andy Murray and James Blake, showcasing the sport’s core values as a one-on-one gladiatorial battle of world-class athletes.

Created as a flexible and adaptable central resource that can be utilized in any of the ATP’s 63 tournament markets, the campaign has been designed to include any player featured on the ATP World Tour and is part of a global marketing initiative in 2009.



The 2009 version of “Feel It” will focus on bringing to life the unique global aspect of the ATP World Tour. The evolution of the campaign will position ATP World Tour stars as titans of the sport. The new execution will bring to life many of the locations of the ATP World Tour and will focus on communicating the ultimate goal of the season, to become the 2009 ATP World Tour Champion.

USPTA Adds New DVD Titles

The USPTA recently released several new DVD titles, including “On Court” shows and several seminars. The instructional DVDs are produced in-house by the USPTA’s multimedia department.

The latest TV show titles released are “Think Shots, Not Strokes,” “Secrets’ of Today’s Serve” and “Ask the Professor” with Jack Groppe. Seminars released include Nick Bollettieri on the importance of developing a solid foundation, the Mach 4 Mental Training System, Todd Martin on all-court player training, Nick Saviano on developing world-class fundamentals for young players, and more.

Visit usprotennishop.com for specific pricing and special offers on DVDs and to view more than 100 other USPTA-produced DVD titles, or call 800-877-8248 for more information.

“Are You Sure?” Offers Witty T’s

Christelle Williams of Marietta, Ga., spent countless hours with her daughters at junior tennis tournaments. “One day, I heard the phrase, ‘Are you sure?’ being echoed from court to court,” she says. “It occurred to me that ‘Are you sure?’ is one of the most commonly used phrases in tennis.”



And an idea—and an apparel line—was born.

Looking to put a humorous angle on the situation, Williams launched the sports-wear line this past fall, which features spunky tees with the “are you sure?” logo and witty taglines on the back, such as “What part of the line is out?” and “Just because you couldn’t get it doesn’t mean it was out.”

The shirts, available in T’s, hoodies and long-sleeved pullovers, are for men, women and children in a variety of colors. Prices range from \$18 and up. For more information and to order, and to view the styles and taglines offered, visit www.areasure.net, email info@areasure.net or call 770-273-8787.