



SPORTING LIFE NAMED OFFICIAL RETAILER AND DISTRIBUTOR OF TENNIS CANADA AND ROGERS CUP PRESENTED BY NATIONAL BANK

Merchandiser also becomes Gold Sponsor and Official Stringer as part of six-year deal

Toronto, February 27, 2015 – Tennis Canada announced Friday that sports retail giant Sporting Life has agreed to a six-year deal to become the Official Retailer, Distributor and Stringer of Tennis Canada and Rogers Cup presented by National Bank in Toronto. They will also be a gold level sponsor of the prestigious tournament. Sporting Life rejoins Tennis Canada as a partner after having served as official retailer of the event for 26 years from 1980-2006.

“We are thrilled to welcome Sporting Life back to the Tennis Canada and Rogers Cup family,” said Rob Swann, Vice-President, Chief Commercial Officer, Tennis Canada. “We share similar values and goals including providing products of the highest quality and impeccable customer service. Most importantly, this partnership will benefit Canadian tennis fans and Rogers Cup ticket buyers by improving their on-site experience and expanding their access to merchandise and equipment.”

For Rogers Cup in Toronto, Sporting Life will own more than 5000 square feet of retail space centrally located on the grounds of the tournament and an additional 1000 square feet of space inside the stadium. By investing in the merchandise and display cases on-site, they will ensure that customers will receive the same experience and service that they get when in one of their five retail stores in Southern Ontario.

“Sporting Life is thrilled to re-partner with Tennis Canada and Rogers Cup,” said John Roe, Director of Marketing for Sporting Life. “Tennis is part of our heritage and is a sport that is ever-growing in its popularity and participation numbers across the country. We look forward to being part of this historic time for Canadian tennis and helping fans and players of the sport get what they need to hit the courts with the best in fashion apparel/equipment.”

In addition, a new online store will be created in conjunction with Tennis Canada so that fans can purchase Rogers Cup and Tennis Canada merchandise year-round. Sporting Life will also become the official supplier for all Kids Tennis equipment sold through tenniscanada.com.

About Tennis Canada

Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth of tennis in Canada and a vision to become a world-leading tennis nation. We value teamwork, passion, integrity, innovation and excellence. Tennis Canada owns and operates the premier Rogers Cup presented by National Bank WTA and ATP World Tour events, eight professional ITF- sanctioned events and financially supports 15 other professional tournaments in Canada. Tennis Canada operates national junior training centres/programs in Toronto, Montreal and Vancouver. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee, the Canadian Paralympic Committee and the International Wheelchair Tennis Association, and serves to administer, sponsor and select the teams for Davis Cup, Fed Cup, the Olympic and Paralympic Games and all wheelchair, junior and senior national teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada, please visit our website at www.tenniscanada.com and follow us on [Facebook](https://www.facebook.com/TennisCanada) and [Twitter](https://twitter.com/TennisCanada).

About Rogers Cup presented by National Bank

Rogers Cup presented by National Bank is a Tennis Canada owned and operated world-class tournament celebrating its 135th anniversary of the men's event from August 7-16, 2015 at Uniprix Stadium in Toronto and its 123rd anniversary of the women's event from August 8-16, 2015 at Rexall Centre in Toronto. As an ATP World Tour Masters 1000 tournament, Premier WTA tournament and Emirates Airline U.S. Open Series event, Rogers Cup presented by National Bank will showcase the world's best players. Rogers Cup presented by National Bank is the third-oldest title in tennis, behind only Wimbledon and the U.S. Open. For more information and tickets visit www.rogerscup.com.

About Sporting Life

The Sporting Life is invigorating, fun and satisfying; it's ski, après ski and everything in between. It's beach time with the kids or spin class at the club. From perfecting your swing to getting back on the old bike, the Sporting Life is hiking the trails of Algonquin or lounging on a boat in the Andaman Sea. The Sporting Life is the good life, and our customers are loving it! Sporting Life is a place where our customers can find the best quality, brand name fashion and sports equipment that supports the active and energetic lifestyle that our customers live and love. Sporting Life opened in 1979 with the belief that we could offer quality products and well-known brands that enhance our customer's active lifestyle. Sporting Life has experienced consistent growth over the years, which can be attributed to innovation and excellent customer service, becoming a respected retailer who is known for top-of-the-line sports equipment and fashion. Sporting Life has four retail locations spanning the Greater Toronto area and one in Collingwood. In the fall of 2015, Sporting Life opened a 42000 square foot store in Lansdowne Park Ottawa. In 2016, an additional 2 stores are set to open. The first will be just north of Toronto at Hillcrest Mall and the first out of province location in Calgary. www.sportinglife.ca

Tennis Canada Media Contacts:

Sarah Grossman, Manager, Communications and Media Relations, Tennis Canada

416-650-7922, or sgrossman@tenniscanada.com

Nicole Watts, Coordinator, Communications and Media Relations, Tennis Canada

416-665-9777 ext. 4092, or nwatts@tenniscanada.com

Valerie Tetreault, Coordinator, Communications and Media Relations, Tennis Canada

514-273-1515 ext. 6259, vtetreault@tenniscanada.com

Sporting Life Contact:

John Roe, Sporting Life, Director of Marketing and Advertising

john.roe@sportinglife.ca

