



Excel, London April 30th , May 1st and May 2nd 2010

Dear

The new London Tennis Show 2010 will be at Excel from April 30 - May 2, 2010, and promises to offer exciting ideas, and opportunities for all involved in Tennis to showcase their products and services to a wide ranging audience of players, professionals, and those involved at all levels in Tennis.

The launch of the Tennis show was conceived by an alliance of individuals, associations and business interests including The TIA UK, The LTA and The Tennis Foundation working closely with The PGA, the England Golf Partnership (EGP), the English Golf Union (EGU), E.W.G.A. and the Golf Foundation, who are supporters of the London Golf Show 2010.

The two shows and sports will merge to create the London Golf and Tennis Show 2010...or as it is now unavoidably called "The G and T Show".....

The plan is to cater to more than 30,000 visitors, boosted by an arrangement for all members of Golf Clubs and all members of Tennis Clubs to attend for free, when they pre-register online. Using the springboard of the Golf Show, which is already the largest Golf Consumer show in Europe, and delivers more than 20,000 visitors each year, we are confident of our aspirations.

Excel has proved itself to be a world class venue, in an ideal location, and hosts most of the premier and top tier events, and will continue to be the most modern and well designed exhibition complex in the UK. The London Golf Show has brought in more than 150,000 visitors over the past five years, who have seen over 1000 exhibitors during this time. With many in Tennis recently comfortable about seeing what happens at the O2, Excel is just a stop or so further in The City.

The London Golf and Tennis Show will help create and maintain brand awareness, but will also offer a unique opportunity to talk face to face with your customers, putting your product in their hands, getting real feedback from them, and of course selling directly to them. Not only will you meet large numbers of players, but also trade visitors, and others from the world of Tennis. Also, The Show will act as a hub for the media to find out, see, and meet, all that is new in Tennis, and most of the major media, including your sport magazines, TV and Radio will be present, including our long term media partners at The B.B.C.

As an exhibitor at the show you can expect and benefit from the following:-

- The best opportunity for face to face contact with Tennis players, with at least 30,000 consumers at the show.
- The chance to meet with hundreds of members of the trade, who use the Shows as a familiar meeting place.

- Access to an attractive target audience. The London Golf Show visitors over the past 3 years are 58% ABC1, 85% male, with an average income of £42,000 and age of 39. We believe Tennis will bring in more lady players.
- Strong marketing support from our marketing programme. Over £1.5 million spent over 5 years, and with a value budget of 200,000 pounds in 2010. Co-promotional initiatives.
- Pre-show and post show initiatives to optimise the experience.
- Promotional web space on our websites that are forecast to receive 20,000 hits per day.

The show will feature many interactive and entertaining activities to draw the public, some of which can be co-sponsored or become strong draws for competitions, prizes and promotion draws. We are still considering some other ideas and welcome initiatives.

- Serving Ranges
- A Full Size Tennis Court with viewing for 2000 visitors
- Lobbing, and Volleying competitions.
- Competitions for all ages and competence
- Use of Training Aids
- Testing areas for equipment
- Celebrity Participation
- Through our associations with companies and particularly Sparks, we have attracted an extensive list of celebrities in the past **including**, Lee Westwood, Sam Torrance, Jasper Carrott, Tim Henman, Ian Wright, David Seaman, Alec Stewart, and Ralph Little, among some 50 or so other celebs and guests.

There are many options available for stands in The Show, from space to shell scheme, and those in premium locations. There is also a floorplan where you can see the layout of the show and the stands available. The cost for a shell scheme stand is £350/sqm plus VAT.

We would really try to give you the best exposure before and at the show to promote your company, both through our own PR, and our website and we would be very open to discussing new ways and means of maximising your value from us.

No other consumer show can deliver the quality and quantity of visitors, and no one else has the experience, standing and respect The Golf Show Group commands. In our recent PR statement, Roger Draper of the LTA and Ian Peacock of the TIA UK, identified the strengths of the new initiatives. We are also working closely with Barbara Wancke of the TIA UK, who is central to our planning and development.

If there is any further information you need please do not hesitate to get in contact with me.

I will call you to see if there is anything else you would like to know about this show and hope that we will be able to involve you in this great event later this year.

Below this letter is the full text of the Press Release issued by all the parties supporting the new London Golf and Tennis Show 2010, including, Ian Peacock and Roger Draper as well as Roger Moreland, Sandy Jones, Ken Schofield, Chairman of the Golf Show Group Ltd.

Best Regards

The Golf Show Group Ltd.

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Co. Reg. 4292120



In association with: The PGA and the Tennis Industry Association UK (TIA UK)

Supported by: The England Golf Partnership (EGP), English Golf Union (EGU), The English Women's Golf Association (EWGA), The Golf Foundation, The Tennis Foundation (TF) and the Lawn Tennis Association (LTA).

SHOW TO OFFER GOLF AND TENNIS UNDER ONE ROOF

The London Golf Show will return to ExCeL, London, from April 30 to May 2, 2010, for its sixth outing – but this time it arrives with a sibling: the new London Tennis Show. Together they are presented as The London Golf & Tennis Show 2010.

Ken Schofield CBE, the chairman of the Golf Show Group Ltd, which owns both the London and NEC Golf shows, confirmed the new format today, in association with Ian Peacock OBE, the current president of the Tennis Industry Association UK (TIA UK) and former chief executive of the Lawn Tennis Association (LTA); Roger Moreland, chief operating officer of the England Golf Partnership; and Sandy Jones, the chief executive of the Professional Golfers Association (PGA).

Schofield, an enthusiastic tennis player himself, said: “There are many crossovers between the two sports. Commercially, many of the large brands in golf are also present in tennis and many amateurs play both sports to relax.

“The time is right for the launch of a tennis show and we are now able to build upon the success we have enjoyed with golf shows at both ExCeL and the NEC over the past five years.

“It’s hugely encouraging that the LTA and others from the tennis industry have joined with the England Golf Partnership and their associates in supporting the new show. They too can see the promise in opening up an already successful show to an even larger potential audience.”

He added: “To our knowledge, never before have so many professional bodies from within the world of sport come together to endorse a consumer show such as this. It is testament to the potential of the event that so many people and organizations have signed up as supporters.”

Ian Peacock, who was also formerly managing director of Slazenger and chairman of the Golf Foundation, added: “It was Sandy’s (Jones) original idea and the TIA supported the concept eagerly.

“After discussing it with Ken (Schofield), we recognized the possibilities of building on the existing golf shows to offer an opportunity for tennis enthusiasts to see what is being developed.

“It is also an ideal vehicle for businesses and companies in tennis to showcase their products and services to players, enthusiasts and supporters of the game.

“We are very excited about the show and already have commitments from some major names in the game who will give support through the TIA, which will highlight some of the innovations, ideas and products its members will showcase.”

Roger Draper, the chief executive of the Lawn Tennis Association, also welcomed the initiative.

He said: “The LTA is delighted to support the London Golf & Tennis Show in 2010 and we look forward to working with our colleagues in golf to create a successful show which will promote these two great sports.”

The EGP’s Roger Moreland added: “I am delighted the EGP will participate in the London Golf & Tennis Show 2010. We have watched the progress of the London Golf Show with interest in the past few years and see it as a lasting annual event in the golf calendar.

“It allows people from all sectors of the golf industry to interact with each other, and with the many golfers who come to the show. We look forward to working with the show organizers to make sure that as many aspects of golf are presented as possible.”

Jones confirmed the support of the PGA, and added: “We have watched the golf shows establishing themselves and we recognized we could work closely and well with the organizers to make the show better reflect the many aspects of golf that we ourselves are keen to promote.

“The PGA is involved in numerous initiatives to promote golf to as wide an audience as possible, and working to develop the show both for golf and tennis is going to be great fun. I am also delighted to work on an initiative with Ken and Ian, both of whom I have worked with previously and respected for many years.”

Tickets will be made available, free of charge to registered golf and tennis clubs and the organizers are anticipating an attendance of more than 35,000 across the three days of the event.

In the meantime, all details and exhibitor information are available from the Golf Show Group management team on 01732836100 or by e mail from Damian@golfshowco.com, Dean@Golfshowco.com, or by contacting Colin@Golfshowco.com

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