



Völkl Tennis and Walt Disney Company form a worldwide unique alliance

Hamburg, 08. May 2003 – The Commitment:

- To develop and nurture a child's enthusiasm for tennis.
- Give them a sense of achievement while having fun, in a short span of time.
- Initiate the ground-work needed for a lifelong enjoyment of the game.

These are the ambitious goals of the recently introduced collaboration between Völkl Tennis GmbH and the Walt Disney Company. The initial commitment will be for three (3) years, but the impact will last a lifetime for those children who participate in the program.

Starting with totally new and specially designed racquets called: "LIGHT-RIGHT"™ that have been exclusively developed specifically for children, add to these racquets matching special tennis balls, as well as a new court-size-concept, and you have the: "Mickey's Tennis Academy" training program! The two companies will launch their partnership with the presentation of a special support package designed to assist in the success of these goals.

"Fun & Success" – this is the focus of the project between Völkl Tennis and Disney that will be initially aimed at children between the ages of three (3) and nine (9) years old. Combining together the new child-friendly product, as well as the specific accompanying teaching methods, this will reflect the successful dynamics and strengths of both partners. The end result will be children quickly learning how to have fun playing tennis!

With Völkl Tennis being regarded as one of the world's leading manufacturers of highly technical tennis products, they welcomed the challenge to use their knowledge in developing ultra-light / correct length / perfectly balanced tennis racquets specifically for this youthful target group. Thus the creation of the: "LIGHT-RIGHT"™ Series. Not just light in weight, but being right in the specifications of length, balance etc. for each specific age-group.

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The Walt Disney Company known throughout the world as being the absolute leader in "Family Entertainment" brings their decades of experience and credibility to this new partnership. This will surely solidify the appeal of this new program to the millions of people who have been touched by the magic of Disney. The unique combination of technically superior equipment along with the sheer fun that will be experienced from personally interacting with many of the Disney Cartoon Characters, assures total enjoyment for the children and their parents. This experience will unquestionably create the foundation for today's youth to become tomorrow's tennis playing adults.

Another important aspect that will develop from this cooperation will be that both partners now will have much greater access to "cross-marketing" possibilities by the "linking" of the respective Brands.

"We are delighted to be working with someone as prestigious as Disney. They are more than just globally-famous, they are a tradition that has positively influenced nearly everyone and at all age groups, in the world today – they are simply a family institution. Together as partners in this program, we can further extend our global marketing programs together, and have a greater impact on the children of the world. Disney gives us a variety of unique and ideal communication options and as a direct result of this, an avenue to a new customer-base," explains Udo Münster, General Manager of Völkl Tennis GmbH.

Walt Disney International's Marketing Director Thomas Lang, is also strongly convinced of the enormous potential this partnership with Völkl Tennis offers. "Disney stands for kids, family, fun and entertainment! It always has, and always will. Everybody can experience the Disney brand all over the world. Be it at the movie theatre, from attending one of our many theme parks, or simply at home together viewing a Disney TV show or video - Disney brings up a smile to everyone's face. Now thanks to the close co-operation with Völkl Tennis, a new 'Disney-Magic' will be added to the sport of tennis. We will position the Disney brand more visible in Sport where our aim is to create a positive lifelong effect." says Mr. Lang.

The brand-new, LIGHT-RIGHTTM child-specific racquets and balls developed by Völkl Tennis along with Disney will be first introduced to the public during a series of special kids' events during this year's ATP Masters Series Tournament held in Hamburg Germany's "Rothenbaum". The new products will become available for purchase starting in July 2003.

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The official starting date for the: "Mickey's Tennis Academy" will be in January 2004. The new "Mickey's Tennis Academy" concept will also be a key-addition to the Völkl Disney Camp Tour that will this year be held in Germany, Austria and Switzerland.

An Overview of the Völkl Tennis Disney Camp Tour 2003:

20 - 21 June :	Halle (Westphalia), Gerry Weber Sports Park
27 - 28 June:	Berlin , Sports Forum Kleinmachnow
04 - 05 July:	Munich , Sport Scheck
11 - 12 July:	Frankfurt (Main) Sport Center Heusenstamm
12 - 13 September:	Mannheim , Engelhorn Active Town
19 - 20 September:	Zurich
19 - 20 September:	Bietigheim , Time Out Sportcenter
04 - 05 October:	Vienna
10 - 11 October:	Cologne , OTS Team
14 - 15 November:	Basle
28 - 29 November:	Magdeburg , Relax Sportcenter

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