



## **For Immediate Release**

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## **WORLD TEAMTENNIS ANNOUNCES STAFF PROMOTIONS, ADDITIONS**

NEW YORK (Feb. 19, 2004) – World TeamTennis (WTT) announced several staff promotions and additions today from the League's New York City headquarters.

Jeff Harrison was promoted to Vice President, League Properties; Samantha Shaw to Vice President, League Operations; and Jason Spitz to Vice President, Marketing. Harrison, Shaw and Spitz are part of the management team which also includes David Egdes, Vice President, WTT. World TeamTennis is a professional tennis league using a gender-equity team concept and was co-founded by Billie Jean King in the early 1970s.

The two new additions to the WTT staff are Nancy Steers as Director of Sponsorships and Kerry Schneider as Marketing Coordinator.

As Vice President, League Properties, Harrison will manage and oversee all League-owned teams and the WTT Finals held in New York City. Harrison, who formerly worked with IMG and the United States Tennis Association, has been with WTT for seven years and currently co-owns the Delaware Smash, a WTT Pro League team.

As Vice President, League Operations, Shaw will oversee team operations and assist in player recruitment. Shaw will also handle internal public relations for WTT headquarters, coordinate the KidCaster and Adopt-A-School programs and serve as editor of *Supertiebreaker* magazine and the WTT Media Guide. Shaw has been with WTT for seven years.

In his new position, Spitz will lead all marketing programs and sponsor relations activities for the League. Spitz is responsible for numerous initiatives including brand positioning, television production and rights negotiation, sponsorship activation and Internet development of WTT.com. Spitz joined WTT in January 2000.

Egdes is responsible for player recruitment and negotiation of player contracts in the WTT Pro League. He will also spearhead expansion of the Pro League and oversee WTT's international program development. Prior to joining WTT in 2001, Egdes, an attorney, worked as a client manager in IMG's tennis division representing several top ATP and WTA players.

Steers will serve as Director of Sponsorships and manage the annual WTT Smash Hits charity event and new business development for the League, WTT teams and League-owned properties. Steers comes to WTT after two years as a sponsorship consultant for the USTA where she worked on new business development and hospitality sales. Steers also worked with Korff Enterprises, a N.Y.-based sports marketing and event management firm, where she developed sponsorships and promotions for various events including professional tennis and golf, concerts and festivals.

Schneider joins WTT as Marketing Coordinator. She will assist in all League marketing efforts including signage, television and advertising development. Schneider will manage player information and statistics as well as daily updates to WTT.com. Schneider comes to WTT after holding positions with both the New York Power of the WUSA, and Pam Shriver's annual charity tennis event and auction where she was ticket manager in addition to handling event promotions.

Ten teams will compete during the 2004 WTT season, July 5-25. The franchises include: Delaware Smash, Hartford FoxForce, Kansas City Explorers, New York Buzz, New York Sportimes, Newport Beach Breakers, Philadelphia Freedoms, Sacramento Capitals, St. Louis Aces and Springfield Lasers.

### **League Background**

Billie Jean King and Larry King originated World TeamTennis and its unique gender-equity team concept in the early 70s. The format used for a WTT Pro League match features teams comprised of two men, two women and a coach. Each match consists of five sets, with one set each of men's and women's singles, men's and women's doubles and mixed doubles.

The WTT Pro League is presented by ADT Security Services. Other official WTT Pro League sponsors include Advanta, Gatorade, Head/Penn Racquet Sports (official ball) and Wilson Racquet Sports (official racquet). For more information on the WTT Pro League, visit [www.WTT.com](http://www.WTT.com).

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