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**DAILY TICKETS NOW ON SALE FOR NEW HAVEN OPEN AT YALE
PRESENTED BY FIRST NIAGARA**

Offerings Include \$1 Ticket And New Special Events

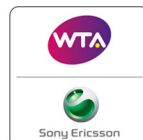
NEW HAVEN, Conn., June 1, 2011 – Daily tickets for the New Haven Open at Yale presented by First Niagara, a WTA event that is part of the Olympus US Open Series to be held August 18-27, 2011 at the Connecticut Tennis Center at Yale are now on sale, it was announced today by Tournament Director Anne Worcester.

The tournament, which will feature World No. 1 and three-time defending champion Caroline Wozniacki, will once again offer fans a special \$1 ticket promotion. For the next week, until midnight on Wednesday, June 8, Middle Tier tickets for the first evening session on Monday, August 22, which typically are \$18, are available for \$1. Last year, more than 5,000 tickets were sold through this unique offering, so fans will want to take advantage before they are gone. For more information about tickets, fans can call 1-855-4-NHTENNIS or visit www.newhavenopen.com.

Tickets for all the tournament's special events - including the fourth annual New Haven Food & Wine Festival, which returns this summer as a newly expanded, week-long series of culinary offerings - will go on sale next week.

Fans purchasing tickets can also donate to New Haven Youth Tennis & Education, a non-profit organization that provides life-skills, mentoring, educational support and tennis programming to youth in New Haven. The New Haven Open partners year-round with New Haven Youth Tennis and Education to provide opportunities for youth to have a safe place to learn, play and discover in a positive, healthy and active way.

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About New Haven Open at Yale presented by First Niagara

New Haven Open at Yale presented by First Niagara has always been much more than a tennis tournament; it is a leading example of leveraging a large-scale international sporting event to generate \$26 million in regional economic impact and to build community pride, spirit and engagement, especially among youth. The 2011 tournament, which will feature World No. 1 and three-time defending champion Caroline Wozniacki, is a women's-only WTA event that is part of the Olympus US Open Series and will be held August 18-27 at the Connecticut Tennis Center at Yale. The tournament is prominently featured domestically on ESPN2 and also broadcast around the world.

About First Niagara Financial Group

As of April 25th, First Niagara Financial Group, Inc., through its wholly owned subsidiary, First Niagara Bank, N.A., has \$30 billion in assets, 346 branches and \$18 billion in deposits. First Niagara Bank, N.A. is a multi-state community-oriented bank providing financial services to individuals, families and businesses across Upstate New York, Pennsylvania, Connecticut and Massachusetts. For more information, visit www.fnfg.com.

About the Olympus US Open Series

The Olympus US Open Series has established itself as a true regular season of hard court tennis, linking 10 summer tournaments to the US Open. Fans follow the action throughout the summer through national television coverage, culminating each week with back-to-back men's and women's finals every Sunday afternoon. Players battle for \$40 million, including a chance for bonus prize money at the US Open. In 2008, Olympus became the first title sponsor of the Series. The Olympus US Open Series is also supported by sponsors American Express and Evian.

Andy Murray won the 2010 Olympus US Open Series men's title and Caroline Wozniacki won the women's title. In 2007, Roger Federer collected the biggest paycheck in tennis history -- \$2.4 million -- for winning US Open and the Olympus US Open Series. In 2005, Kim Clijsters also captured both the US Open and the Olympus US Open Series, winning \$2.2 million -- the largest purse in women's sports history -- and again equaled that amount in 2010, winning the US Open and finishing the Olympus US Open Series in second place.

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