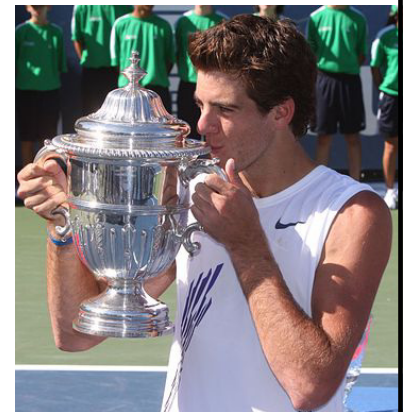


July 25—31, 2011—UCLA



ABOUT THE EVENT

In its *85th* year, the Farmers Classic will feature seven days and seven nights of world class professional men's tennis. The Tournament is owned and operated by the not-for-profit Southern California Tennis Association (SCTA) . Proceeds benefit many of the Association's worthwhile programs for juniors, adults and seniors. This stop on the ATP tour features 28 of the world's top tennis stars with player compensation totaling over *\$1,000,000*. More than *104 million households* had access to the tournament via telecast while an innovative press campaign generated over 600 million domestic media impressions. As the longest continuously running sporting event in Los Angeles, the Tournament has a rich history of Champions including *Andre Agassi, Pete Sampras, John McEnroe, Jimmy Connors, Jack Kramer and Arthur Ashe* among others. Held on the pristine *UCLA Campus*, the Tournament is located in a demographically desirable area and has become a must-attend summer event in the Southern California community.



2011 EVENT STATS

Champion—Querrey
Finalist—Murray
Doubles—Bryan Bros
TV Coverage—ESPN2
Tennis Channel

