

Special Edition



ITF and TTK announce Davis Cup partnership

The ITF announced today that the Italian clothing company TTK has become an International Partner of Davis Cup. The three-year agreement, 2006-08, starts with this weekend's Davis Cup by BNP Paribas ties on 7-9 April.

As an Official Licensing Partner of Davis Cup, TTK has received the international license to create a special line of tennis clothing and footwear with the Davis Cup trademark, which will soon be launched and promoted in the main markets. In addition, the company will provide all footwear assigned to linespeople, ballkids and staff on site at Davis Cup World Group and World Group Play-off ties.

Jan Menneken, ITF Executive Director, Commercial, said: "We look forward to working with TTK, an emerging company that already has a proven track record in tennis. We are delighted to entrust them with an official license for our flagship property."

Marco Sartorello, owner of TTK, said: "This new partnership gives me great satisfaction. Forming a connection with the Davis Cup trademark enhances the prestige of our products. TTK is a young brand but has already forged significant partnerships that have allowed us to dress the two teams reaching the 2005 Davis Cup Final, and unite with the prestigious European Tennis Academy in Barcelona, under the direction of Emilio Sanchez. This new agreement will help TTK develop further in the international market."

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About Davis Cup

Davis Cup by BNP Paribas is the largest annual international team competition in sport with 133 nations entered in 2006. The title sponsor is BNP Paribas, the Official Bank of Davis Cup. International sponsors are Adecco (Official Recruitment), Fossil (Official Watch), Getronics (Official ICT Sponsor), Hugo Boss (Official Men's Fashion Clothing Sponsor), Kia Motors (Official Car) and NH Hoteles (Official Hotel). International partners are TTK (Official Licensing Partner), NTT Communications (Official Managed Hosting Partner) and Wilson Sporting Goods (Official Ball). Follow all the action on www.daviscup.com.

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About TTK

TTK is an Italian company formed in the year 2000. Tennis clothing and footwear is its core business. In a short space of time it has been able to conquer an excellent market position in Italy and throughout Europe. Among its most important sponsorships are the Emilio Sanchez Academy in Barcelona; the Davis Cup national teams in Croatia, Slovak Republic and Spain; various professional players and international tournaments; and PTR, the largest association of coaches in the world. In addition, TTK has created the TTK World Warrior Team, an international junior sponsorship programme that promotes and supports aspiring young players in this competitive sport. For more information, visit www.tennisteknology.com.

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