



**TennisFantasy.com**

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***85% of TF's site traffic came by using the key search phrase: Fantasy Tennis".***

*Through site modifications, quality sponsorships, and new strategic business decisions, TF has maintained its supremacy in this field. While other tennis sites have reluctantly launched their own versions, more often than not, they are lost in clutter.*

***TF is the only "pure" interactive tennis site on the web.***

*As of February 2002, TF now only sponsors tournaments of the Women's Tennis Association (WTA), making it the only online site in the world that promotes the athletic achievements of Women through these fantasy games. TF's new focus on the WTA has enabled them to achieve extremely proportionate male/female demographics.*

***Membership at TF is approximately 54% Male, 46% Female.***

*TF's popularity continues to reach new heights both nationally and internationally. TF has now attracted membership from over 92 countries. TF has become the premier website for tennis interactivity, tennis news, and fun.*

***Tennis truly is an international sport***

*\*All data and information can be verified through an HTML web tracker system installed on the site. All web statistics and data are captured by "WebCommerce" run by WebSideStory, Inc. If you'd like to verify up to date statistics, please contact us at [lobs@tennisfantasy.com](mailto:lobs@tennisfantasy.com).*





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### **"WHEN THEY WIN, YOU WIN"**

#### **TF's Winning Statistics:**

**Over 1,600 "unique" visitors per month viewing over 4,300 content pages.**

- **Average viewing time 4 minutes, 23 seconds.**
- **Currently listed in the Top 5 on most major search engines.**
- **Growth rate 149% per month.**
- **82% of site visitors are from the US, 5% United Kingdom, 3% from Australia, the remainder hail from 90 different countries.**

When it went live on April 14th, 1999, Tennis Fantasy.com became one of the very 1st Internet companies to introduce "Fantasy Gaming" to the tennis community. While today the marriages of the two seem an obvious match, back then fantasy sporting and online gaming were relatively new concepts. Within months, the site began receiving scores of new visitors, thanks mostly to the high rankings given to TF by the majority of search engine firms. TF's initial hunch proved to be correct. People in the thousands were, indeed, actively looking to play fantasy tennis.

### **Sponsorships: Current sponsors include:**

**Tennis Warehouse**  
**([www.tenniswarehouse.com](http://www.tenniswarehouse.com))**



**The Acura Classic**  
**([www.acuraclassic.com](http://www.acuraclassic.com))**



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#### **TF RATES:**

All rates are for approximately three months, which would cover approximately three tournaments. All sponsor hyperlinks are included in the price of the sponsorship. Sponsorship placement is on a first come first-serve basis. TF will make every attempt to place each sponsor on the top tier.