



## NEWS RELEASE

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# BIONIC® INTRODUCES TENNIS GLOVES

## PARTNERS WITH USTA SOUTHERN SECTION



LOUISVILLE, KY - (February 2008) Bionic®, the leader in high performance gloves for sports and gardening, has introduced its patented technology in racquet sports with the new Bionic™ Tennis Gloves. In conjunction, Bionic Tennis Gloves, with the Arthritis Foundation's Ease-of-Use Commendation, has joined forces with the USTA Southern Section.

"Bionic glove technology has taken golf, fitness, baseball, gardening and other sports and hobbies by storm," said Bionic Marketing Director Vickie Boisseau. "Tennis was a natural progression for Bionic's unmatched performance because most players don't wear gloves. Frankly, that's because other tennis gloves are more of a hindrance than a help. Now people who love to play tennis can get the Bionic glove advantage. That's why we became an official partner of the USTA Southern Section."

Bionic's advantage comes from knowledge and experience. Bionic Tennis Gloves are the **only** tennis gloves designed by a leading orthopedic hand specialist, someone who knows how the hand works from the inside out. This knowledge of hand function was coupled with feedback from high performance professional and Olympic athletes to create Bionic Glove Technology to enhance comfort, fit, and performance.

### BIONIC'S BENEFITS

Bionic Tennis Gloves provide a number of benefits to players, giving wearers greater racquet control while keeping hands fresh and strong for long matches. They also help reduce those annoying blisters and calluses.

"We were skeptical when we first heard about Bionic Tennis Gloves because we'd never found a tennis glove that was beneficial to the player," said Bill Oakes, Director of Sales and Marketing for the USTA Southern Section. "That's why you rarely see a player wearing gloves while playing tennis. But we were astonished. Bionic tennis gloves do what they say they will."

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Few players have ever worn tennis gloves, even though the International Tennis Federation permits their use. That's because gloves typically restrict performance. But Bionic Tennis Gloves are different. They actually improve performance on the court. Here's how:

- Cabretta leather palm is so soft and comfortable it feels like a second skin.
- The patented Anatomical Pad System maximizes grip strength. The pads fill in the palm-side valleys between finger joints. That allows the hands to have more contact with the racquet. More contact means less hand fatigue, a great feature for players with arthritic hands. The extra strength and reduced fatigue means stronger serves and more powerful ground strokes even late into a match.
- Motion, web and expansion zones throughout the glove provide complete flexibility and comfort, without sacrificing the feel of the racquet or touch on the ball.
- Coolon™ moisture control evaporates perspiration rapidly to deliver greater racquet control and reduce slippage, set after set.

### **ARTHRITIS FOUNDATION EASE-OF-USE COMMENDATION AND OTHER HONORS**

Bionic gloves are the first gloves to receive the **Arthritis Foundation's Ease-of-Use Commendation**. Independent testing for the Arthritis Foundation demonstrated that Bionic Tennis Gloves can significantly improve strength in the hands of people with arthritis while helping reduce their pain. Users who tested Bionic gloves reported that they could perform better and with less pain while wearing the gloves compared to bare handed.

In addition, Bionic Gloves in other categories have been awarded PGA Tour Partner's Magazine Member Tested Seal of Approval, the National Health & Wellness Club Seal of Approval, the National Home Gardening Club Seal of Approval, and the Handyman's Club of America Member Tested Seal of Approval. Bionic Gloves are also the Official Gloves of Churchill Downs® and the Kentucky Derby®.



### **RAVE REVIEWS FOR BIONIC**

Bionic gloves have been positively reviewed or written about in more than 400 publications, including Sports Illustrated, O - The Oprah Magazine, Metropolitan Home, Better Homes & Gardens, Wall Street Journal, Forbes, Fortune, Town & Country, New York Times, L.A. Times, Chicago Tribune, Washington Post, and Golf Digest, as well as being featured on NBC's Today Show, CNBC's "Power Lunch," ABC's Good Morning America, and The Golf Channel.

### **HOW TO GET BIONIC GLOVES**

Bionic Tennis Gloves are available online at [www.bionicgloves.com](http://www.bionicgloves.com) or by calling toll free to 1-877-5-BIONIC. The gloves are also available at selected tennis specialty stores.

MORE.....



### **ABOUT THE USTA**

The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level -- from local communities to the highest level of the professional game. It owns and operates the US Open, the largest annually attended sporting event in the world, and launched the **Olympus US Open Series** linking 10 summer tournaments to the US Open. In addition, it owns the 94 Pro Circuit events throughout the U.S., and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. A not-for-profit organization with 720,000 members, it invests 100% of its proceeds in growing the game. It is divided into 17 sections, of which the USTA Southern Section is the largest. The 177,000+ USTA members living in Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee make up the USTA Southern Section, and account for approximately 25% of the total USTA membership. A professional staff housed in Norcross, GA carries out the USTA Southern Section's daily operations, but policy is formed and much of the organization's work is executed via a Board and committee structure of over 200 volunteers. For more information about the types of programs and services offered by the USTA Southern Section visit [www.southern tennis.com](http://www.southern tennis.com).