

(APPLAUSE)

(SOUND OF TENNIS MATCH)

(APPLAUSE/CHEERS)

ANNOUNCER

Fifteen up.

(MUSIC)

WOMAN

When you're on the grounds, you feel the magnitude,
you feel the excitement.

MAN

The U.S. Open experience has grown into just a
mega event.

MAN

But as a global, entertainment, and sports spectacle,
over half a million people come to Flushing for the
U.S. Open.

MAN

And there's nothing like the energy, the buzz at the
U.S. Open.

(MUSIC/APPLAUSE)

WOMAN

We love the U.S. Open.

(MAN ANNOUNCING OVER FOLLOWING
VOICES)

WOMAN

The weather is perfect, the players are awesome.
It's great.

WOMAN

There's nowhere else like this.

WOMAN

The atmosphere, lots of people.

WOMAN

We love tennis!

WOMAN

Yes. (LAUGHS)

MAN

U.S. Open is all about New York. It's all about excitement. It's all about nighttime tennis. And this is where the sports fan comes to watch tennis.

MARIA JACOBSON

I've been coming to the U.S. Open here ever since this place opened. And before that, probably the middle to late '50s, at the West Side Tennis Club, where the U.S. Open used to be played before it was played here.

ARLEN KANTARIAN

We're trying to take a sport that's steeped in tradition, and marry tradition with innovation. To keep us from a technology standpoint ahead of the curve, uh, as we project what I call the electronic imaging of this event to the rest of the world.

(MUSIC)

(SOUND OF TENNIS MATCH)

JEFF VOLK

Our goal is to bring the game closer to fans. With every decision we make, we think about how do we

bring the U.S. Open closer to fans, through the latest and greatest technologies.

PIERCE O'NEIL

Our Web site has grown to one of the most significant in all of sports. This year, we anticipate that over six million people from around the world will come on to check out the U.S. Open Web site.

MAN (?)

I go to U.S. Open Dot Org all the time. I love it. I get all the stats I need. I get them right at my fingertip. I get points tracker.

MAN

IBM Point Tracker? that's (INAUDIBLE).

WOMAN

Four times a day during the Open, because I really need to know what's going on.

RICK SINGER

Over the last few years, we've worked with Hawkeye(?) to create a new application called Point Tracker. Point Tracker enables a fan anywhere in the world to really understand how a match is played, because they can follow where that ball goes. Not just about scores, it's how a point plays out.

(APPLAUSE/CHEERS)

(CUT/MUSIC)

ARLEN KANTARIAN

You know the USTA certainly operates year-round, uh, both at a grass roots level here in New York City, where we have over 6,000 kids taking, uh, lessons, 6:00 A.M. to 12:00 midnight here at the USTA. All of a sudden, we get to this two- to three-week event, uh, and we need those corporate partners that can ... that can produce the kind of scale of this ... that this event requires, uh, to the rest of the country and to the rest of the world.

KRISTINA KLOBERDANZ

It's hard to realize that 50 weeks out of the year, USTA really is a small business.

RICK SINGER (?)

And it's got to scale up 50 times what it does the rest of the year. That requires an infrastructure that's extremely strong and robust.

(OFF MIKE)

ARLEN KANTARIAN

USTA, and particularly U.S. Open is clearly in the entertainment business. Uh, I think we've seen over the past five years the world of sport and entertainment certainly collide. Uh, I think they come together maybe more than any other event here at the U.S. Open.

STEVE WOOD

Oh, I would have to say that the biggest innovation I've seen in tennis in the last 18 years has been the

introduction of technology to, uh, help, uh, the sport become more of an entertainment medium.

IAN RITCHIE

I think it's all about keeping the fan's interest. And if we provide new innovation like Point Tracker, they'll come back, they'll watch the Web site, they'll watch the statistics. And then we can drive even more people to come and watch us.

(MUSIC)

(END OF TAPE)