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Press Release

For immediate release

4th February 2009

AEGON ANNOUNCED AS GB FED CUP AND DAVIS CUP TEAM SPONSOR

The LTA today announced that AEGON is the team sponsor for Great Britain's Davis and Fed Cup teams from 2009-2013.

AEGON, a leading life assurance and pensions company, was announced as the first ever Lead Partner of British Tennis in September 2008 for a five year period from 2009-2013 and is involved in all aspects of the development of the sport from grass roots level through to the AEGON Championships at Queen's Club in June and now extended through to national team level. A category conflict with the International Tennis Federation's (ITF) sponsors initially prevented AEGON from securing rights to Great Britain's Davis and Fed Cup teams but this has now been resolved.

Bruce Philipps, the LTA's Director of Communications & Commercial, said: "I am delighted that we are able to announce AEGON as team sponsors of both our Davis and Fed Cup sides. This further emphasises AEGON's commitment to supporting all aspects of the sport from the elite athletes to the parks and schools programmes. I would like to thank the ITF for working with us to ensure that all issues were resolved ahead of our 2009 Fed Cup and Davis Cup campaigns."

AEGON UK Director of Marketing Steve Clode, said: "This is an important time for tennis in the UK. We at AEGON are delighted that our involvement



now reaches from helping school children pick up their first racket, to those elite level players representing their country. Supporting the Fed Cup and Davis Cup teams will now be a core part of AEGON's partnership with British Tennis."

Playing in the Fed Cup by BNP Paribas, the AEGON GB Fed Cup team is currently competing in Tallinn, Estonia. Anne Keothavong, Mel South, Elena Baltacha and Sarah Borwell begin their campaign today with a match against Hungary.

Playing in the Davis Cup by BNP Paribas, the AEGON GB Davis Cup team will face Ukraine in a Europe/Africa Zone Group I tie from 6-8th March 2009 at the Braehead Arena, Renfrewshire.

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Notes to Editors:

Playing in the Fed Cup by BNP Paribas, the AEGON GB Fed Cup team is currently competing in Europe/Africa Zone Group I in Tallinn, Estonia from 4th-7th February. For latest results and news please log on to www.LTA.org.uk

Playing in the Davis Cup by BNP Paribas, the AEGON GB Davis Cup team will face Ukraine at the Braehead Arena, Renfrewshire from 6-8th March with the winner competing in the World Group play-offs in September.

The attached low res image is of the AEGON GB Fed Cup team – the high res version is available on request from Chris Archer. From left to right: Elena Baltacha, Sarah Borwell, Anne Keothavong and Mel South.