



TennisONE History and Future

- Work began on the first lesson in the sweltering August of 1995.



TennisONE History

- The first lesson—footwork.
- First lesson for finicky staff—it was going to be long, hot summer.
 - Pro: Monty Basnyat (“I have to feel it, Kim.”)
 - Photographer: Steve Margheim (“Could you just stand where I have the camera set-up?”)
 - Publisher/Editor: Kim Shanley (“Okay, that’s great but let’s re-shoot it.”)



The First Lesson



“Here I'm ready to take my first step by concentrating on seeing the ball early. My racquet head is up, so when I turn my shoulders, my racquet automatically starts going back for the setup. My weight is balanced on my thighs, quadriceps, and calves, getting ready for that explosive first step.”



The Launch

- TennisONE was launched on the Internet on March 5, 1996.
- First month: 3,000 hits (mostly TennisONE staff and family).



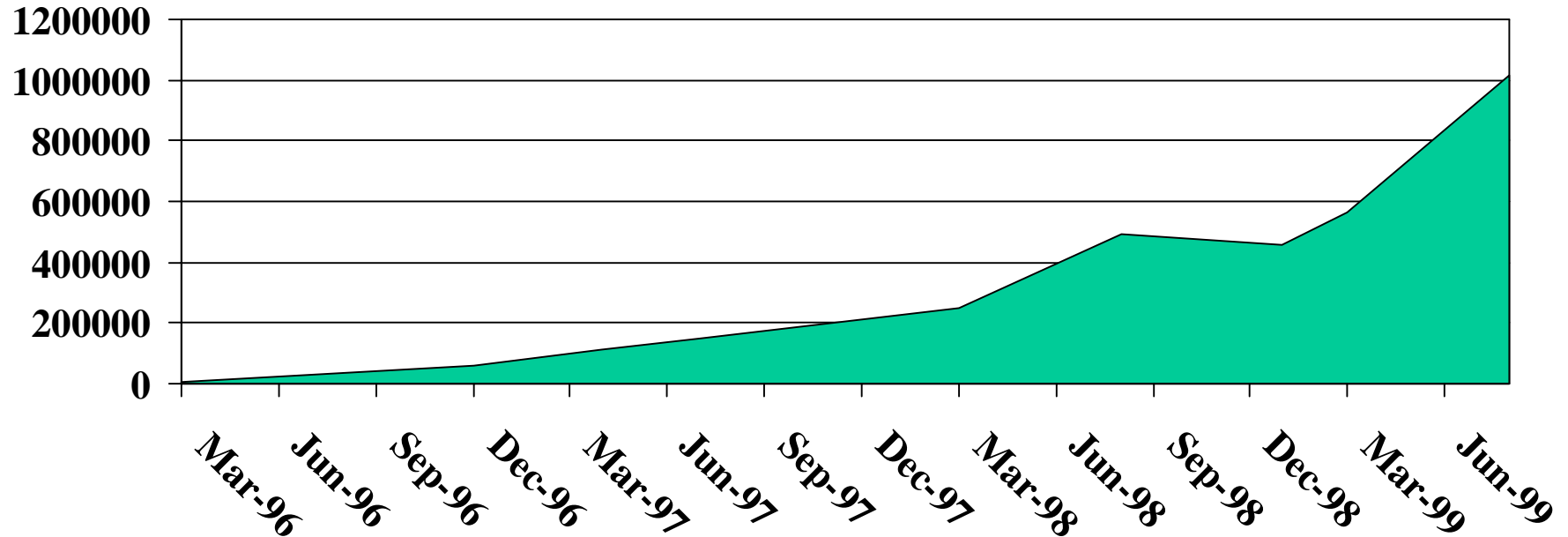
The Climb

- By March, 1997, TennisONE was receiving an amazing 100,000 hits per month.
- Key people added:
 - Jim McLennan, Senior Editor
 - John Yandell, CEO
 - Jay Margolies, Managing Editor
- Key staff support:
 - Lucinda Lawson, Treasurer
 - Julie Smiley, Product Manager



Into Thin Air

History of TennisONE Access



TennisONE breaks 1 million hit barrier in July, 1999!



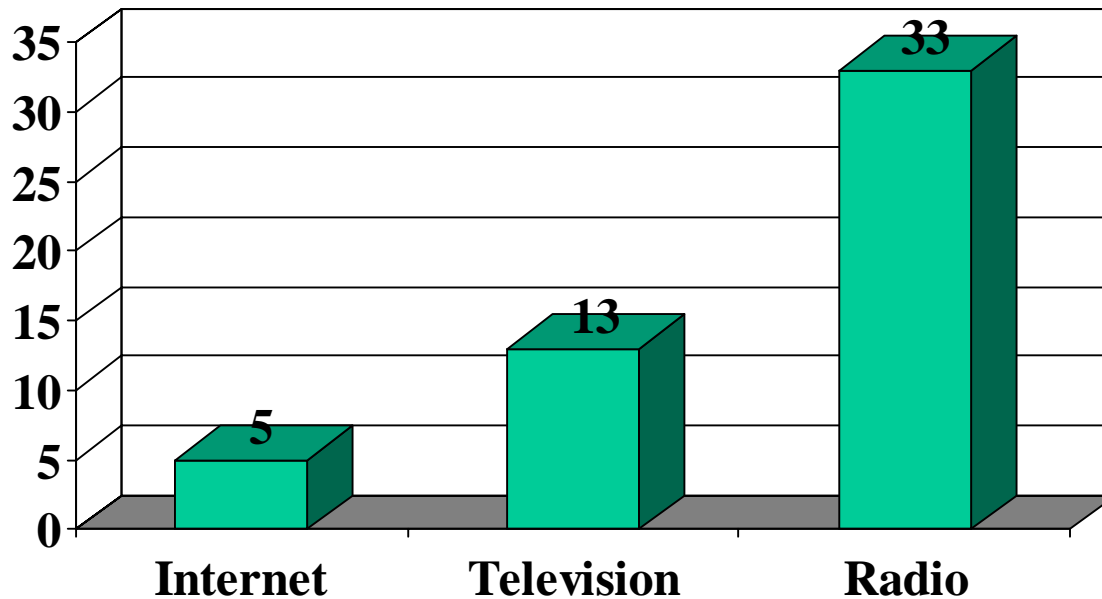
Into Thin Air (Cont'd)

- TennisONE featured in July, 1999 Tennis Industry magazine, “Cutting-Edge Site Offers Slick Instruction and More.”
- Biggest and best staff of tennis writers on the planet!



Into Thinner Air

Number of Years Required to Reach 50 Million Users

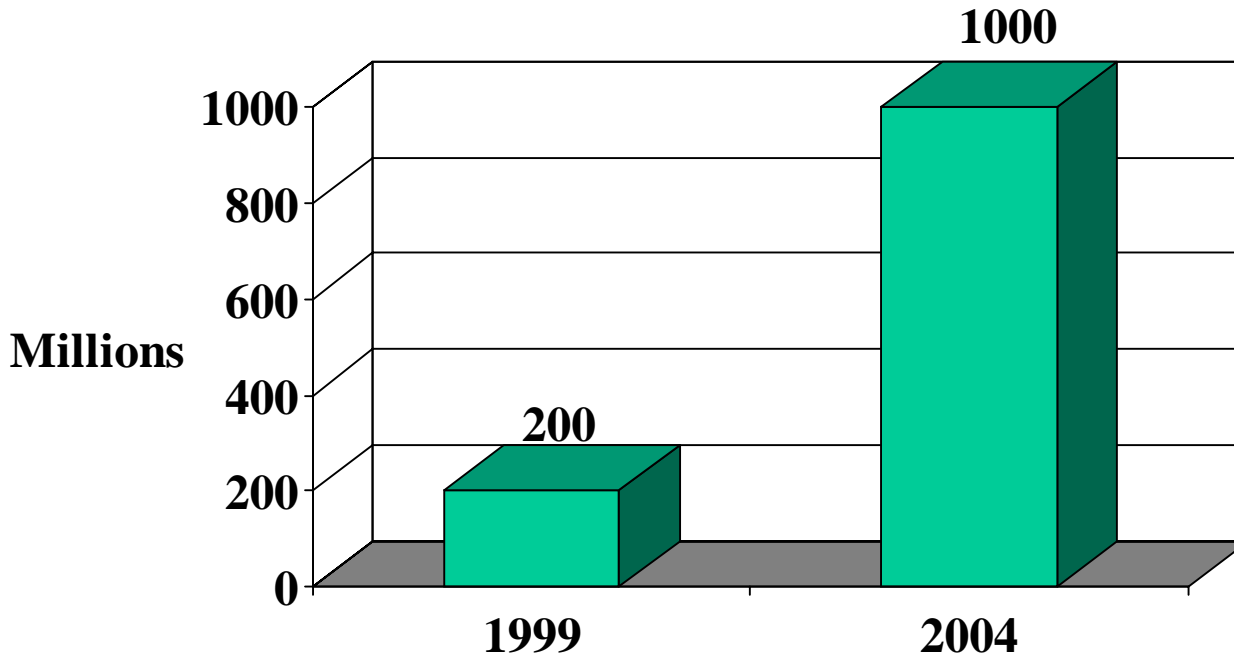


Conclusion: The Internet is the fastest-growing medium in history.



Into Thinner Air

Number of People On the Internet



Conclusion: TennisONE is riding the wave of one of the most incredible growth curves—5 times more people in 5 years!



Into Richer Air

How will we make money?

- **Advertising**: Banners from a variety of companies.
- **Sponsorship**: Long-term, exclusive advertising in certain sections of the web site (i.e., racquet research, Tip of the Month).
- **Transactions**:
 - TennisONE Proshop powered by TennisDirect
 - TennisONE staff members' books and videos
 - TennisONE mall powered by iVendor
- **Growing Base of Worldwide TennisONE members**: building a community of avid tennis players who give us permission to market a variety of products to them (from Mercedes to Tennis School packages).



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