



PRESS RELEASE

For immediate release

BABOLAT ENTERS A 4-YEAR CONTRACT WITH BADMINTON WORLD n°1 PLAYER TINE RASMUSSEN

Lyon, France, January 22nd, 2009 – The French racquets sports company Babolat announce that they have entered a 4-year contract with World n°1 badminton player Tine Rasmussen (DEN). The collaboration of Tine and Babolat will include racket, strings and clothes.

Tine Rasmussen will be a Babolat ambassador of high value for Babolat when looking at her impressive results during the last couple of years. Among them are 6 victories in BWF Super Series, one in 2007, three in 2008 and two in 2009 where she won Malaysia Open in Kuala Lumpur for the second year running and Korean Open. Today, her career reaches a peak as she is crowned World n°1 player in Ladies Singles.

Eric Babolat, President and CEO of Babolat says: "We are very happy to welcome Tine in the Babolat Team. She embodies perfectly the winning spirit of our company. This partnership confirms our will to be a leading actor in badminton".

Tine Rasmussen: "I am very happy for this collaboration with one of the leading companies in sports. The fact that we have agreed on a 4 year contract shows that they believe in me, and I am very much looking forward to collaborating with them".

About Babolat

Babolat was the first company in the world to specialize in racket sports (tennis, badminton, paddle, fronton). Since the first natural gut strings back at the end of the 19th century, the name of Babolat has always been synonymous with innovation and competition. Today, Babolat manufactures a full line of badminton racquets, natural gut and synthetic strings, accessories, shuttlecocks and apparel. Babolat equips some of the most renowned badminton players, among which Tine Rasmussen (World #1 in Ladies Singles) Hongyang Pi (World #5 in Ladies singles, French Champion 2008), Lena Frier Kristiansen (World #9 in Ladies singles), Joachim Persson (World #6 in Men's Singles) and Joachim Fisher (World #6 in Mixed double).

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