



PRESS RELEASE

Black String and White Double Line: A Babolat Revolution

Lyon, France, February 5, 2010 - **Babolat** announces the launch of a new string: RPM Blast. Used since the Australian Open by three Team Babolat players: Rafael Nadal (SPA), Andy Roddick (USA) and Jo-Wilfried Tsonga (FRA), the black string marked with the white "double-line" is already generating a lot of buzz on and off the courts.

RPM Blast (Revolutions Per Minute) is a monofilament string that gives players more spin, more power and a unique feel at ball impact.

"With this new string, I have more spin, and it helps me hit deeper. We have worked hard with Babolat," explains Rafael Nadal.

As for Jo-Wilfried Tsonga, who joined the Babolat team on January 1, he won his first competition in Kooyong before reaching the semi-finals at Melbourne with his Aeropro Drive racquet and RPM Blast string. *"I love this string; until now, I've never played with a string like this before,"* said the #1 French player.

Also, Andy Roddick converted his trial to a victory at the Brisbane tournament. Andy uses RPM Blast in a hybrid combination with Babolat VS Natural Gut for even more power.

"The advice and recommendations of Tour players have been decisive in the development of the string," adds Cécile Gindre, String Products Manager at Babolat. *"The tests have allowed us to identify their needs in order to develop the characteristics of the new RPM Blast. The combination of the high-density material and a specific coating gives it both power and spin."*

RPM Blast: Available in stores starting April 2010 in 125 and 130 gauge.



About Babolat

Founded in 1875 in Lyon, France, Babolat is the oldest international company specialized in racquet sports and the world leader in strings. A family-run company for five generations, today Babolat is an expert brand and innovator in the tennis market offering the total tennis solution to pro players as well as club players: racquets, strings, bags, apparel, accessories and balls. The brand equips numerous players with racquets and strings including Rafael Nadal, Kim Clijsters, Jo-Wilfried Tsonga and Andy Roddick (who also wears Babolat shoes).

Website: www.babolat.com

Press contact: Stéphanie de Vincentis – sdevincentis@babolat.com – Tel. +(33) 4 78 69 78 52