

News Release
Communiqué de Presse
Presseinformation
Comunicato Stampa



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FOR IMMEDIATE RELEASE

SquareHit Tennis introduces new product, TossAssist™ to coincide with U.S. Open Tennis Championship

New York, NY—SquareHit Tennis **TossAssist™** is a bio-mechanically designed tennis trainer that helps all levels of players from beginners to pros, develop a consistent service toss as the foundation for powerful and accurate serves.

The SquareHit Tennis TossAssist lays the player's wrist back to the correct angle to create a stable wrist and hand platform to repeatedly lift their ball toss up to the same spot. The TossAssist comfortably fits all players, can be used anywhere and ensures them of developing an accurate ball toss by guiding the player to hit the landing target included with the TossAssist.



TossAssist™

Last year the US Open attracted 640,000 attendees and 95 million viewers in 184 countries. Many of the attendees as well as people around the world that watch the tournament get inspired to improve their game after having watched



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the top players in the world compete at the US Open. SquareHit Tennis is formally introducing the TossAsst in New York City at the start of the U.S. Open at the Tennis Teachers Conference to give tennis instructors a great new tool to motivate their students and tennis team players returning to school.

“When you have a solid ball toss you can really attack with your serve because you have the confidence that your toss will be in the right spot. If you adjust your serve each time to accommodate a bad toss, bad things happen, especially under pressure. Our TossAssist helps you develop a consistent ball toss that is out in front of the serving shoulder and in position to be struck with a confident service motion,” stated Bow Rodgers, CEO and President of SquareHit Tennis.



TossAssist really helps players develop a consistent ball release height that is a key to powerful acceleration of the racket up and through the serve. The whole arm lifts the ball into the air developing a smooth tossing rhythm, ensuring consistent placement of the ball and eliminates flipping the ball that often plagues players of all levels.

TossAssist Positioning Target

“Over the years I have watched amateurs and pros alike struggle to consistently time their serve due to an erratic ball toss. Let’s face it, the serve is the single most important stroke in the game. You will never develop a great serve without a great toss. I love the TossAssist.



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The TossAssist is easy to use in conjunction with the landing target and will give you great results in grooving a smooth, accurate ball toss,” stated Brad Gilbert, world-renowned tennis coach who led Andre Agassi and Andy Roddick to the world’s number one ranking and now coaches UK rising star Andy Murray.

The TossAssist is the latest product from SquareHit Tennis. The WristAssist introduced in 2006 is currently sold in 42 countries. Adopted by over 500 coaches, tennis instructors and thousand’s of players alike, this advanced tennis training tool helps improve players’ tennis strokes fast – from the forehand to the one-and two-handed backhand strokes and volleys.



WristAssist™

ABOUT SQUAREHIT TENNIS

SquareHit Tennis, the tennis division of SquareHit Sports Inc, based in Palo Alto, designs, develops and markets innovative tennis improvement products. The company’s scientifically designed products help players improve their strokes quickly by enabling them to “FEEL what the Pros Feel,” and store that feeling in their muscle memory. To learn more about the company and how you can improve your tennis game, visit www.squarehittennis.com.

SquareHitTennis contributes a portion of the revenues on WristAssist sales to Youth Tennis Advantage, a San Francisco Bay Area non-profit organization. The proceeds from SquareHitTennis serve to finance and support YTA’s academic tutoring and tennis instruction programs for Bay Area inner-city children.

The US Open

Celebrating its 125th year, The US Open is the richest professional tennis event in the world open to amateurs and professionals. The five major championships that constitute the US Open - men's and women's singles, men's and women's doubles and mixed doubles - grew from a single men's tournament held as an entertainment diversion for high society at the turn of the 20th century. The first U.S. National Singles Championship for men was held at the Newport Casino, Newport, R.I., in August 1881. The 2007 US Open will be held Monday, August 27 through Sunday, September 9 at the Billie Jean King National Tennis Center.

