



## ITF and Adecco officially sign Davis Cup contract

ITF President Francesco Ricci Bitti formally welcomed Adecco to the Davis Cup family at the formal signing ceremony in Birmingham, site of the Great Britain vs Sweden Davis Cup by BNP Paribas First Round tie. Adecco, the world's largest human resources solutions organisation, became a Worldwide Sponsor of Davis Cup and of the ITF in January.



Adecco CEO John Bowmer and ITF President Francesco Ricci Bitti sign the agreement.  
Photo: Arne Forsell

Ricci Bitti headed a group of dignitaries invited by Adecco Chairman John Bowmer to a luncheon to kick off the new relationship between the ITF, Davis Cup and Adecco. Adecco

clients, representatives of the Lawn Tennis Association and of the Swedish Tennis Association and members of the media were among the guests at the lunch and signing ceremony.

To mark the occasion, Bowmer remarked, "This is an important global sponsorship announcement for us, the Davis Cup is the largest annual international team competition in sport. It embodies our values of helping the world's best talent strive to demonstrate excellence as a team."

"The appropriateness of the sponsorship is more than symbolic. With a truly global reach and estimated global TV audiences of 600 million, the Davis Cup configuration, nations involved and audience profile match that of the Adecco Group very closely."

Ricci Bitti thanked Bowmer for the Adecco hospitality and said that the ITF looked forward to working with them in the coming years. "I was happy to hear John state that Adecco was looking for a long relationship with Davis Cup," added Ricci Bitti. "We hope that the partnership between the ITF and Adecco lasts for many, many years. Davis Cup with 142 nations entered in 2002 is the ITF's flagship event and the globality of the competition fits the Adecco profile very well."

## 'The Book of Tennis' launched in Birmingham

*The Book of Tennis*, a comprehensive new guide for the fan, the player and those working in tennis, was launched on Saturday evening in Birmingham, the site of the Great Britain/Sweden Davis Cup first round tie.

Published by Jeff Wayne and written by experienced tennis journalist Chris Bowers, *The Book of Tennis* is an easy to read and colourfully designed guide to the history and current day international structure of tennis.

ITF President Francesco Ricci Bitti participated in the launch of *The Book of Tennis* in Birmingham. He noted to the assembled guests of officials and the media, that the ITF was happy to lend its support to the new Book of Tennis. "We welcome books of this kind that explore deeply the traditions,



the language and the current trends in our sport," added Ricci Bitti. "I had the chance to review the content of the book before it was published and found it to be very complete. I

am sure we will all find it a useful resource in the years to come."

For more information about *The Book of Tennis*, visit the official website [www.thebookoftennis.com](http://www.thebookoftennis.com). To purchase the book, contact JWM Publishing at +44-20 7724 2471 or (fax) +44 20 7724 6245 or by email at [info@thebookoftennis.com](mailto:info@thebookoftennis.com).