



Own the Zone Teams with Florida Tennis Wholesale to Distribute OTZ Band Dampeners in Florida

Florida Tennis Wholesale Eager to Promote the Best-in-Class OTZ Dampeners to the Florida Tennis Market

FOR IMMEDIATE RELEASE

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12/01/08 - Winchester, VA - Own the Zone Sporting Goods, LLC today announced that Florida Tennis Wholesale, a major distributor of unique tennis products will exclusively distribute the OTZ band dampeners for tennis racquets in the State of Florida.

“The timing is excellent for us to distribute and sell the best-in-class OTZ band dampeners in Florida.” said Rami Mayron, Director of Florida Tennis Wholesale, a division of Content Media Inc. “Our sale reps and agents have tested these dampeners and found they absorb the maximum amount of shock and you can really feel the difference on all your shots. With the onset of the vacation season, we’re eager to sell these eye-catching products to retailers and tennis club pros throughout Florida.”

As a special introductory offer, Florida Tennis Wholesale will customize wholesale orders for the OTZ Dampeners with the buyer’s logo and/or name at no extra charge.

“We are quite pleased to be working with www.FloridaTennisWholesale.com, the top distributor for unique sports and tennis related products in Florida,” said David Marcus, Co-President of Own the Zone Sporting Goods. “The opportunity for Own the Zone to expand our sales into this premiere tennis market could not have come at a better time for us. We are also anxious to break into the junior tennis market and Florida ranks #1 in this category.”

“Florida is one of the top three tennis markets in the United States. The Junior Orange Bowl in Miami and the Eddie Herr International tournament in Bradenton are two of the top tennis competitions for the world’s best junior players. We are seeing increased use of Own the Zone dampeners among junior and college tennis players – they even have their own name for it - the “Z band”, said Julius Stockfish, Co-President of Own the Zone Sporting Goods. “We are confident that Florida Tennis Wholesale will do a good job promoting Own the Zone products throughout the state.”

About Own the Zone Sporting Goods, LLC:

Based on excellent design and use of quality materials, the OTZ band vibration dampener, significantly improves upon the shock absorbing solution currently used by several of the world's top ranked tennis pros, including Maria Sharapova, Andy Roddick and Andre Agassi. Called the "World's Best Vibration Dampener" by Tennis Warehouse Australia, the OTZ band dampeners are sold by tennis pro shops and specialty stores throughout the world. To find out more about Own the Zone go to www.otzsports.com, or to receive more information contact us at sales@otzsports.com. In the meantime you can, "Tie One On and Own the Zone. It's racquet science, not rocket science!"

About Florida Tennis Wholesale:

We are exclusive distributors of unique sports and tennis related products in the State of Florida. We represent quality manufacturers and are selling factory direct products for the best value, including "Own the Zone". "Glove-It", "Loriet", "Tennis-RAQ", "TiteGrip" and more. Florida Tennis Wholesale has been appointed the exclusive distributor in Florida for the upcoming new line of "Body-Cool" personal sports and Tennis cooling products. We have our own in-house sales reps as well as outside agents in various parts of Florida. We know the market, the players and the people behind the counters. Engaging us for the distribution of your product in Florida will save you time, money and provide an immediate access to this important market. On December 5, 2008 in Boca Raton we are sponsoring the "Tennis Fashion and Accessories Show" and we'll feature the lines we carry to retail clients and tennis pros. Contact us at P. 561-807-6346 F. 561-807-6347 or info@floridatenniswholesale.com . www.FloridaTennisWholesale.com