

Communiqué issued to the
media and supporters of the
Davidoff Swiss Indoors Basel
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**JUBILEE FEVER AT THE DAVIDOFF SWISS INDOORS BASEL:
GALA EVENT FEATURING SUPERSTAR FEDERER, TITLE HOLDER DJOKOVIC
AND THE RETURN OF RODDICK**

1,750,000 euro prize fund – ATP World Tour 500 – from 30 October to 7 November 2010

The eyes of the tennis world turn to Basel

In the ephemeral world of sport, **monumental events** like the Davidoff Swiss Indoors Basel are a rarity and an expression of quality. One year on from its inclusion in the premium class of the ATP World Tour 500 events, the world's third largest indoor tournament is celebrating its 40th jubilee with an outstanding show, which will have tennis fans all over the world looking forward to Basel with great anticipation. This year's field will be headed by the sublime **Roger Federer (ATP 1)**, the Serbian title holder **Novak Djokovic (ATP 2)** and America's great comeback-king **Andy Roddick (ATP 7)**, three absolute superstars.

Federer seeking yet another record in Basel

One notable feature of the **40 years of world class tennis played in Basel** (1970 to 2010) is the fact that **every Number 1** in the world has written a page in tennis history in Basel. 'Basel - the Name of the Game' is an expression commonly heard on the tennis circuit. The 16-time Grand-Slam winner **Roger Federer** continues to make a considerable contribution towards holding the tournament's leading position in its competition against the world's great cities. The Swiss sportsman of the century is aiming for yet another record, as he attempts to become the first professional in the Open era to win in Basel for the fourth time.

Djokovic – a Joker in a class of his own

Novak Djokovic, also known as the 'Joker', has been occupying the second place, for the first time, in the ranking since the beginning of February. As a result we may this autumn have a rerun of last year's dream final between the **world's numbers 1 and 2**. This year the Serbian player has already won the title in Dubai on a hard court surface. A significant exploit

in one of the majors would allow the right-hander to muscle into the battle for the top spot at any time as the season progresses. His coup of last year in beating Federer in front of his home crowd greatly boosted Djokovic's self-confidence as he put the brakes on the Federer Express over three sets.

Roddick – back again after a seven-year break

After a break of seven years, the public will be treated to another chance to see America's mature comeback-king **Andy Roddick**. The ace-machine with his cannonball service will be making his appearance under his new coach, Larry Stefanki, eight kilos lighter and correspondingly more successful, after treating himself to a physical course of fresh cell therapy. In Indian Wells Roddick stormed his way into the final, and then went on to take the title two weeks later in Miami at the Players Championships in Florida. The American has fond memories of Basel where he lost to a certain Roger Federer at the quarter-final stage in both 2001 and 2002. In 2003 the Texas star progressed to the semi finals, before being eliminated by the Argentinian David Nalbandian.

Super Monday with Roger Federer and opera star Paul Potts

The main tournament's opening day will be heralded with trumpets and drums. Super Monday in the St. Jakobshalle has become something of a tradition, with sporting skills and musical artistry coming together to create an exclusive mix in the course of the festive opening ceremony. On **1 November 2010** (All Saints' Day), top seed Roger Federer will be missing out on his day off and begin his stint at **6.30 p.m.** Before that, at **5.30 p.m.**, the arena will resound to opera music. The new Welsh Pavarotti is coming over from Britain; the public will be entranced by the magical voice of **Paul Potts** with his world-famous Puccini arias, amongst other things. The special guest will be accompanied by more than 100 participants from the operatic choir of Theater Basel, the city's municipal theatre, and the Basel Festival Orchestra.

The Center Court to experience its miracle in blue

For **Roger Brennwald**, the tournament chairman, the top priorities in this **jubilee year** are top-quality tennis and the services provided for the spectators, with entry prices remaining unchanged. Only the **Center Court** in the St. Jakobshalle will be experiencing its own miracle in blue with a festive decor as a happy end. The colour of the GreenSet tennis surface will change from red to blue. This colour will also define the area surrounding the court, while the upper section of the spectator area will be presented in shades of red. This colour tuning will see the Davidoff Swiss Indoors Basel matching the **ATP Masters in London**. The appearance of the stairways has also been enhanced, and the public access areas and Experience Worlds in the Foyer and in the Tennis Village will be fitted out with new carpets for the comfort of the public.

Switzerland's first tennis cinema

In their role as a national sporting and social highlight, the Davidoff Swiss Indoors Basel makes every effort to offer its public the best possible services, for example in the Experience World Foyer with its 70 stands, and a varied range of culinary offerings. An extra element of entertainment and emotion is provided by the Manor Cinema in the entrance area

of the foyer. Thanks to SF / Schweizer Fernsehen (Swiss Television) there will be an upbeat review in picture and sound recalling the highlights and milestones of the 40 years of Basel's tennis history. This journey back through time lasts 11 minutes and is free of charge for all visitors.

Davidoff Swiss Indoors Basel breaks the TV sound barrier

In terms of TV coverage, the first year with ATP World Tour 500 status represented a historic event. International **television marketing** in association with the ATP made it possible for Basel to break the sound barrier of over **1,000 hours of TV broadcasting** for the very first time. On over five continents the tournament reached 150 countries and more than 75 million viewers, an audience which no other Swiss sporting event can match. The core markets here are Asia, America and Europe, where there was a five-fold increase in the range of broadcasting compared to the 2008 figure. A significant player in successfully boosting this global TV presence is **SF Schweizer Fernsehen** which has been processing the TV signal in Basel from the outset, and in 2009 produced images in the HDTV digital, high-resolution, broadband format for the first time.

New, powerful advertising partners take to the Center Court

It is only thanks to its solid foundations at both national and international levels that Davidoff Swiss Indoors Basel is able to identify and come to grips with the current trends in global competition. A fresh breeze is blowing through our Center Court advertising. The Mexican beer brand **Corona**, the new global sponsor of the ATP World Tour, has signed a six-year contract with Davidoff Swiss Indoors Basel, and for the next three years the **Ricoh** logo will be emblazoned on the umpire's chair and the speed meter.

Internet makes it possible

Bring the Center Court and all of the other information you need into your home! Tennis fans can click on the revamped home page in German, French and English at **www.davidoffswissindoors.ch** to download the virtual stadium into their living room.

Advance ticket sales now available

Thanks to the collaboration between **SBB/RailAway** and Davidoff Swiss Indoors Basel, spectators booking their tickets in advance can once again enjoy a reduced combination offer, a scheme designed to support the travel arrangements of the 70,000 visitors through the use of public transport. The 9,000-seat capacity of the Center Court remains unchanged. All seats are guaranteed to offer optimum viewing positions. We recommend contacting the following **advance ticket sales points**:

Ticket hotline
Tickets online, Internet
Boxes, Member Cards, VIP Tickets

Tel. +41 (0)900 55 22 25 (CHF 1/min.)
www.davidoffswissindoors.ch
Tel. +41 (0)61 485 95 88