



Own the Zone Welcomes Active Outdoor Sales as its Manufacturer's Representative in the Southeast

Sales of Best-in-Class OTZ Band Dampeners Ramping Up in Southeastern Tennis Market

FOR IMMEDIATE RELEASE

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19/08/09- Winchester, VA - Own the Zone Sporting Goods, LLC today announced that Active Outdoor Sales will represent and sell OTZ band dampeners for tennis racquets in the Southeast.

"Sales of OTZ band dampeners are going quite well in our region which includes Georgia, South Carolina, North Carolina, Alabama, and Eastern Tennessee," said Patrick O' Steen, President of Active Outdoor Sales. "We know the market, the players and the people behind the counters and there is starting to be a buzz about OTZ. Several top young players in these states have started playing with OTZ bands, and people going to these tournaments notice these bright color bands on their racquets. When people hear that popular tennis stars Andy Roddick and Maria Sharapova also use bands on their racquets then the buzz grows even more.... We're excited to be appointed as the company's manufacturer's representative in this region."

"We are quite pleased to be working with Patrick O' Steen and Active Outdoor Sales, the top manufacturer's rep for unique tennis products in the Southeast," 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 will be one of the keys to our success. Many players are starting to identify OTZ bands as the ultimate dampener on the market and are asking their friends where can get them. We believe that awareness about Own the Zone is ramping up."

"The Southeast is one of the top two tennis markets in the United States," said Julius Stockfish, Co-President of Own the Zone Sporting Goods. "We are confident that Active Outdoor Sales will do a good job selling OTZ products throughout this region. In particular, we see several niche opportunities for OTZ with high school and university tennis teams whose players want to tie bands with their school colors to their racquets."



About Own the Zone Sporting Goods, LLC:

At Own the Zone we like to say, "It's racquet science, not rocket science!" 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 Andy Roddick, Maria Sharapova, 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.

About Active Outdoor Sales LLC:

Headquartered in Athens, Georgia, USA, we represent high quality companies and products throughout the active lifestyle, golf, and tennis industries. Our primary territory includes Georgia, Alabama, North Carolina, South Carolina, and Tennessee. Engaging us for the representation of your products will provide immediate access to these important markets. **We have a booth at the Southern Tennis Expo in Atlanta Aug. 23-24, so come by and we'll show you some of the best products in the industry.**