



## **DARE THE UNEXPECTED: ZENITH RETURNS AS OFFICIAL TIMEKEEPER OF UTS'S SECOND TOURNAMENT OF THE SEASON IN NEW-YORK.**

**New-York, August 22, 2024: After Oslo, UTS (Ultimate Tennis Showdown) is back on the court for another electrifying tournament, with ZENITH once again stepping in as the official timekeeper of Patrick Mouratoglou's revolutionary tennis league.**

Going beyond traditional tennis, UTS is a groundbreaking concept developed by the celebrated coach, entrepreneur, and ZENITH friend of the brand Patrick Mouratoglou. As someone who has dedicated his life to tennis and its cross-generational transmission, Mouratoglou set out to attract a younger, wider audience and give players the freedom to push their boundaries on court in ways that conventional tours often restrict. With a disruptive format of shorter, high-intensity matches played over four 8-minute quarters, UTS is all about delivering entertainment where timing is crucial.

Now, a thrilling clash of tennis stars is turning up the heat in the US for the second time. After Los Angeles in 2023, the New York event to be held at the legendary Forest Hills Stadium will feature top players such as Stefanos Tsitsipas, Gaël Monfils, Andrey Rublev and Alex de Minaur. It will be the second staging of this revolutionary format in 2024 after Oslo in February, Frankfurt to come this October, and London in December for the Grand Final.

As a founding partner since the inaugural edition in 2020, ZENITH is proud to continue its support for UTS on an international level, bringing their legendary precision to this new and fast-paced format. This ongoing relationship exemplifies the shared journey of human values and experiences between UTS and ZENITH, resonating deeply with ZENITH's philosophy captured in their motto—**Time To Reach Your Star.**

For the first time, Zenith and UTS will welcome on the court NYJTL, the largest nonprofit youth tennis and education program in the US, giving more than 500 kids the chance to get up-close to the action. NYJTL is dedicated to developing the character of young people through a unique combination of tennis and education, preparing them for lifelong success both on and off the court. With a focus on underserved youth in New York City, NYJTL offers comprehensive programs that include tennis, academic support, healthy living initiatives, and enrichment activities designed to foster character development and social-emotional learning. Through these efforts, NYJTL not only imparts valuable life skills but also empowers thousands of young individuals to improve their academic performance and broaden their aspirations. The synergy of tennis and education at NYJTL continues to transform lives, building a brighter future for the next generation, a mission that Zenith is proud to support.



## **ZENITH: TIME TO REACH YOUR STAR.**

ZENITH exists to inspire individuals to pursue their dreams and make them come true - against all odds. Since its establishment in 1865, ZENITH became the first vertically integrated Swiss watch manufacture, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible - from Louis Blériot's history-making flight across the English Channel to Felix Baumgartner's record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfil their dreams.

With innovation as its guiding star, ZENITH exclusively features in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, ZENITH has gone on to master high-frequency precision and offers time measurements in fractions of a second, including 1/10th of a second in the Chronomaster collection and 1/100th of a second in the DEFY collection. Because innovation is synonymous with responsibility, the ZENITH HORIZ-ON initiative affirms the brand's commitments to inclusion & diversity, sustainability and employee wellbeing. ZENITH has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and reach new heights. The time to reach your star is now.

### **About UTS**

Conceived in 2020 by renowned coach and entrepreneur Patrick Mouratoglou, under the name Ultimate Tennis Showdown, UTS is designed to be an innovative tennis show, closer to the habits of connected audiences and breaking with the traditionally strict discipline imposed on players by the regular Tours. UTS is tennis played as if it had been invented in the 2020's. International stars such as Alexander Zverev (winner of the second edition in August 2020), Dominic Thiem, Felix Auger-Aliassime, Stefanos Tsitsipas or Matteo Berrettini (winner of the first edition in July 2020) were among the players that helped the concept to take form.