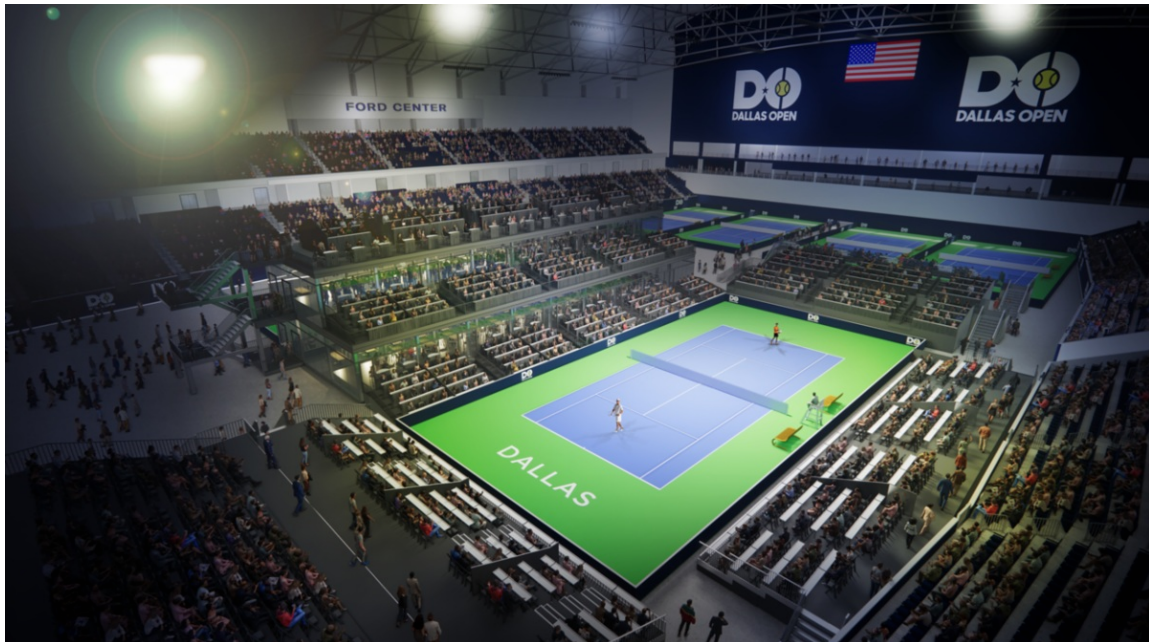


DATES ANNOUNCED FOR 2025 DALLAS OPEN: FEBRUARY 1-9

Newly Upgraded ATP 500-level Tournament Will Bring More Than \$1 Million in Additional Prize Money and Attract Higher Ranked Players to The Star in Frisco



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DALLAS (MARCH 22, 2024) – The ATP Tour announced today that the 2025 Dallas Open has been scheduled to be played February 1-9, 2025. The 2025 rendition of the Dallas Open will mark its first as a 500-level ATP tournament, made possible by a unique partnership between GF Sports & Entertainment and the Dallas Cowboys. The event will bring pro tennis players from around the world to Ford Center at The Star in Frisco - the Dallas Cowboys World Corporate Headquarters and Training Facility.

The 2024 Dallas Open tallied record-attendance, played at SMU's Styslinger/Altec Tennis Complex for the third year. The tournament registered eight sold-out sessions, with capacity crowds in attendance to watch the action.

"Tennis fans in North Texas have shown incredible support for the Dallas Open over the last three years," said Peter Lebedevs, Executive Vice President of Tennis Operations & Tournament Director, Dallas Open. "We are looking forward to reaching new heights as America's newest ATP 500-level tournament. The Dallas Open will continue to grow the sport, offering greater competition, star power and ranking points to players on the professional tennis circuit. Fans will enjoy the hospitality and comfort of watching our great sport from Ford Center at The Star in Frisco – one of the best venues of its kind in the country. We can't wait."

Increasing its status in only two years from an ATP 250 to an ATP 500 event, the Dallas Open will draw its most competitive field since the tournament moved to North Texas in 2022. The upgrade provides players the opportunity to earn more ATP ranking points at the Dallas Open and will offer approximately \$2.8 million in prize money.

The Dallas Open will be one of 16 global events at the 500-level and one of only two in the U.S. Even as a 500-level tournament, the Dallas Open will continue its tradition of awarding the top male tennis player at SMU with a singles main draw wildcard.

About The Dallas Open

The Dallas Open is currently an ATP Tour 500 men's tournament that will play its fourth year in North Texas, its first in Frisco on February 1-9, 2025, at Ford Center at The Star in Frisco. It will be the only ATP Tour indoor championship in the United States, and features men's top world tennis players in singles and doubles competition. The tournament, previously held as the New York Open, is one of the longest-running American tournaments on the ATP Tour. Its rich history features some of the top names in tennis, including legends John McEnroe, Pete Sampras, Andre Agassi, Andy Roddick, Michael Chang, John Isner, and Andy Murray, and a current generation of stars like Kei Nishikori, Milos Raonic, and Reilly Opelka.

About GF Sports & Entertainment

GF Sports & Entertainment is a global events and operations company that elevates the experience of live sports, entertainment and interactive events. The company owns two of the ATP Tour's longest running American tennis tournaments, the Dallas Open and the Atlanta Open, as well as the National Lacrosse League New York Riptide. GF Sports & Entertainment also incubates new and emerging sport concepts, this includes Wolf Pack Ninjas, which operates ninja-focused events globally. GF Sports & Entertainment was founded in July 2015 by New York-based private equity firm GF Capital. For additional information, please visit www.gfsportsandentertainment.com.

About The ATP

As a global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

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