

## USTA EXPANDS INDUSTRY COLLABORATION BY ADDING FOUR NEW PARTNER ORGANIZATIONS TO THE USTA CONNECT PLATFORM

### Clubcloud, Tennis Circuits, Tennis Express and UTR Sports Join the Innovative Program Designed to Connect the Tennis Ecosystem

**ORLANDO, Fla., February 12, 2025** – The USTA today announced that four additional tennis organizations have joined USTA Connect, a program launched in 2023 to increase communication and integration throughout the tennis industry. The new USTA Connect partners represent some of the leading tennis technology companies as well as one of the top tennis retailers.

Included in this group of USTA Connect partners is UTR Sports. As a result of this agreement, results from a wide range of tournaments and leagues on the UTR Sports platform will be provided to the USTA, while USTA tournament and league match results will remain part of the UTR Rating system. The shift to bidirectional data sharing will yield more comprehensive analytics and insights for American tennis. The ITF World Tennis Number, along with the NTRP Rating System, will continue to be the exclusive ratings for use in USTA play.

USTA Connect emphasizes the better sharing and utilization of information and data for maximum growth in all areas of the game, and for the respective entities involved. The USTA Connect platform will be used to integrate tennis facilities, software providers, industry associations, retailers and manufacturers with the shared goal of continuing to grow the game of tennis.

"We are excited to welcome these new USTA Connect partners into our program," said Michael Hughes, Sr. Director, Digital Strategy & Innovation, USTA. "The goal of USTA Connect is to foster connectivity and collaboration across the industry in order to continue to grow tennis and adding these new industry partners is a great step towards supporting this vision."

The new USTA Connect partners join a diverse group of more than a dozen existing partners that span every facet of the tennis industry. The four new USTA Connect Partners are:

**ClubCloud:** [clubcloud](#) is a truly all-in-one club management software platform built for modern racquet and fitness clubs. Designed to simplify operations, boost member engagement, and drive growth, clubcloud offers powerful tools for scheduling, payments, membership management, communication and more—all from a user-friendly, cloud-based platform. Whether you run a tennis, pickleball, padel, or multi-sport club, clubcloud delivers seamless solutions to streamline your business and elevate the member experience. Built by club professionals for club professionals, clubcloud is committed to helping you stay ahead of the curve in a fast-changing and ever-growing industry.

**Tennis Circuits:** [Tennis Circuits](#) delivers a web-based application platform to tennis clubs and organizers. The Tennis Circuits platform provides event types such as tournaments, doubles leagues, match play, junior team tennis, camps, clinics and Tennis Circuits Club Edition that provides a private club page for all "members only" club events including a member's leaderboard with members ranking and ratings. No talking to bots or having to chat with remote agents. Tennis Circuits provides real person support by former tennis players that understand how to help you grow your event's player participation and integration with popular industry ratings.

**Tennis Express:** For over two decades, [Tennis Express](#) has been a trusted name in tennis. Serving players of all levels across the United States, Tennis Express offers a wide range of high-quality

products, including shoes, racquets, bags, apparel, and accessories from top brands. Recognized as the industry retail leader, Tennis Express has earned "Retailer of the Year" accolades. Described by customers as a "candy store" for tennis players, Tennis Express is committed to providing the best products and an exceptional shopping experience. Tennis Express continues to make a positive impact on the tennis community by sponsoring events, partnering with local facilities, and supporting the growth of the game at all levels. As an advocate for the sport, Tennis Express is proud to be a trusted resource for players, coaches, and fans alike.

**UTR Sports:** The mission of [UTR Sports](#) is to connect and grow the sports of tennis and pickleball with accurate global ratings, innovative software and events, and a global community centered around level-based play. The UTR Sports platform is anchored by our renowned ratings technology. UTR Sports provides the technology and solutions relevant and valuable to players, from recreational to professional, coaches, and organizers. UTR Sports is creating opportunities and pathways, including the UTR Pro Tennis Tour, for players from all over the world, in all stages of life, to find better matches and unlock a more fun, affordable, and flexible experience.

For more information about USTA Connect and to see a full list of existing USTA Connect partners, please visit [usta.com/ustaconnect](https://usta.com/ustaconnect).

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**The USTA** is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level -- from local communities to the highest level of the professional game. A not-for-profit organization, it invests 100 percent of its proceeds in growing the game. It owns and operates the US Open, one of the highest-attended annual sporting events in the world, along with approximately 100 Pro Circuit events throughout the U.S., and selects the teams for Davis Cup, Billie Jean King Cup, and the Olympic and Paralympic Games. The USTA's philanthropic entity, the USTA Foundation, provides grants and scholarships in addition to supporting tennis and education programs nationwide to benefit under-resourced youth through the National Junior Tennis & Learning (NJTL) network. For more information about the USTA, go to [USTA.com](https://usta.com) or follow the official accounts on [Facebook](#), [Instagram](#), [Twitter \(X\)](#) and [TikTok](#).

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