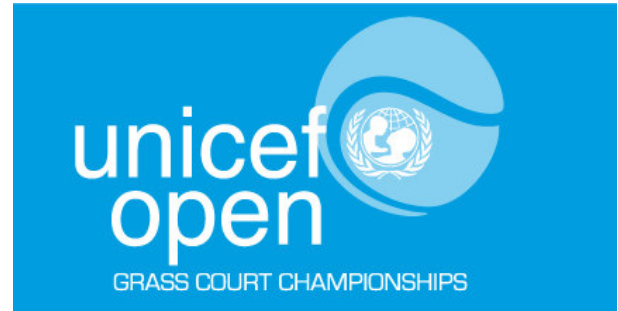




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PRESS RELEASE

's-Hertogenbosch, 28 January 2010

Ordina Open becomes UNICEF Open **Grass tennis tournament enters into partnership with UNICEF**

Justin Henin: "This is a fantastic initiative."
Roger Federer: "This is a marvellous cooperation."

Starting in 2010 the international grass tennis tournament that takes place every year in the Autotron Rosmalen will be called **UNICEF Open**. This is the result of a unique cooperation between UNICEF Nederland and Libéma Events, the organiser of the event. UNICEF Open is the first tennis tournament in the world to cooperate so closely with a charitable institution like UNICEF.

"This partnership is a beautiful opportunity to deploy the success of the tennis tournament to communicate and realise the objectives of UNICEF. It is a challenge to combine the organisation of a top event with the wish to do something for society," said **tournament director Marcel Hunze**.

UNICEF Netherlands director Jan Bouke Wijbrandi considers the tennis tournament a fine opportunity for UNICEF to bring its work for children even more to the attention and to raise funds. "The proceeds will benefit UNICEF's aid programmes in which sports and games are used to improve the development of children. We try to mobilize this support and like to steer an innovative course. This cooperation exactly fits in this strategy to provide Dutch society with more knowledge concerning the fate of children and to draw more attention to the work of UNICEF."

The connection of UNICEF Nederland's name to the tournament of Rosmalen is an innovative way to bring the development of children to the attention of the general public and to raise funds. UNICEF considers sports as an important pillar of its activities and for this reason UNICEF is very pleased that the tournament organisation offers this possibility. Through various programmes visitors, companies, television viewers, players, suppliers and children involved in the tournament are encouraged to contribute to UNICEF's aims. Parties expect the partnership to have a total value of about 1.5 million Euro this year. UNICEF does not pay for connecting her name to the title of the tournament.





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UNICEF Open will be supported by a number of partners, who are enthusiastic about the combination of social engagement and one of the most attractive sports events of the Netherlands. At this moment Achmea, Libéma and RICOH have committed themselves to the event.

Willem van Duin, Chairman of the Executive Board, Achmea:

"We are pleased that the wonderful 's-Hertogenbosch grass tournament, with whom we have built up a great relationship over recent years, is joining forces with UNICEF. As an insurer we know more than anyone how important it is for people to be able to go on with their lives after a major event. Ensuring that clients can go on with their lives is our core business. Ensuring that disadvantaged children have a future again is UNICEF's core business. We applaud UNICEF for their indispensable work and Achmea is pleased to contribute, including through sponsorship of this event. "

Carol Dona, CEO RICOH:

"We have a great tradition of social involvement and sustainability as a group. We are proud we can support the tournament with our expertise. We are looking forward to join in this innovative concept. Tennis is also worldwide adopted by Ricoh through the Europe ATP sponsoring. It is a great and natural fit for our company to join this UNICEF Open challenge."

Dirk Lips, General Manager Libéma:

"As a socially involved concern Libéma is deeply concerned with the well-being of children. Through the sponsorship of the UNICEF Open we are able to commit ourselves even more to this cause."

The international tennis community reacts positively to the cooperation between UNICEF and the ATP/ WTA tournament.

Justin Henin, UNICEF ambassador:

"This is a fantastic initiative. It is great to see that my sport is used to build a better world for children."

Roger Federer, President of the ATP Player Council:

"It is great news that the 's-Hertogenbosch tournament and UNICEF work together to raise awareness for improving the lives of children around the world. We all have to do our part to help, I am very proud of the work of my Foundation and it is fantastic that one of our ATP World Tour tournaments has taken such a pro-active role."

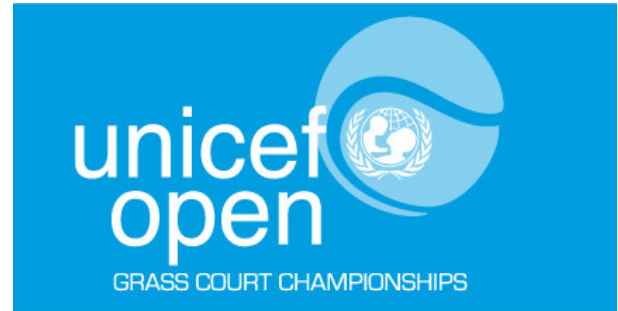
Adam Helfant, ATP Executive Chairman and President:

"We at the ATP are delighted with the new partnership between the 's-Hertogenbosch tournament and UNICEF. This partnership is one of many instances where ATP players and tournaments lead by example and contribute to great causes like the United Nations Children's Fund."





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Stacey Allaster, Chairman & CEO Sony Ericsson WTA Tour:

"The UNICEF Open represents a unique partnership of sport and social responsibility that will directly contribute to the mission of UNICEF to improve the lives of children around the world. Through the UNICEF Open event platform, the tournament and our athletes will be able to help raise awareness and funds in support of the basic human needs of children. I applaud the event organizers and UNICEF for their vision in creating this wonderful program."

Karin van Bijsterveld, Chairman KNLTB:

"The Dutch Tennis Federation KNLTB attaches great importance to the fact that the Netherlands maintain their prominent position in global tennis. A fantastic tournament as Rosmalen plays an important role, and we enjoy looking back at the Dutch successes in Rosmalen. The KNLTB however also likes to take the lead with regard to social engagement. After all commitment and involvement are key words in our policy. We wish Libéma Events and UNICEF great success with this unique cooperation."

Theo Fledderus, general manager NOC*NSF:

"The step of the Rosmalen tennis tournament to offer UNICEF a platform was a very positive surprise to me. The Dutch Olympic Committee NOC*NSF also encourages the efforts of Dutch sports organisations with regard to an optimal and sustainable development of society. The new way in which through tennis attention is being paid to children's rights to development and education is fantastic."

Ordina, former main sponsor of the event, is enthusiastic about the cooperation with UNICEF. **CEO Ronald Kasteel:** "With great satisfaction we look back upon the past few years, in which Ordina has supported the tournament as a main sponsor. In these years the tournament has grown into an absolute top tennis tournament in the Netherlands. We have amply achieved our goals as a main sponsor. As our sponsor contract expired last year, I am very pleased that the organisation has entered into this unique cooperation with UNICEF. UNICEF Open combines top-class sport with socially responsible business practices. A combination I warmly applaud."

The first edition of the UNICEF Open will take place from 13 until 19 June 2010. In Rosmalen many national and international players will prepare themselves for Wimbledon. The top-class appearance of the event remains as it is, just as the extensive facilities for visitors, sponsors and players. The tournament will be broadcasted on the Dutch television channels NOS, RTLZ and Omroep Brabant.

Tickets for UNICEF Open are available from the sales channels of TicketService: major post offices, GWK railway offices, several Tourist Information Centres, telephone number +31 900 - 3001250 and via www.unicefopen.nl.

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