

Pro Squash Tour



Overview

PST:

- Manages a professional squash tour across the U.S.
- Features the world's best players
- Players compete for prize money and ranking points
- TV Show on New England Sports Network (NESN)

Squash:

- Over 150 years old
- Played by more than 20 million people in 175 countries
- 'Best demographic in sports'
 - Educated, affluent, business leaders, who spend money on sports entertainment
- #1 sport in the world for getting and staying fit – Forbes Magazine study



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Amateur Squash Player Demographics

(Source: Sporting Goods Manufacturers Association/ Sports Marketing Surveys)

885,000 squash participants in the United States

71% of all participants are male

54% of all participants are 25-44 years old

Total U.S. participation in squash grew 44.6% from 2007 - 2009.

(Source: U.S. Squash and Squash Magazine)

Participation in junior tournaments is growing 30% annually
“C” Level, Owners, Partners or Presidents: 19%

Average household income: \$287,000

Average net worth: \$1,407,000

Have college degrees: 98%

Have graduate degrees: 57%



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Amateur Squash Player Demographics

Additional Notes:

A Forbes magazine study pronounced squash the #1 sport in the world for getting and staying fit, better than any other sport including rowing, running, and swimming.

More than 200 colleges and universities have courts, and the number of schools offering programs is expected to increase by 15% in the next 3 years

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Squash Participation by Region



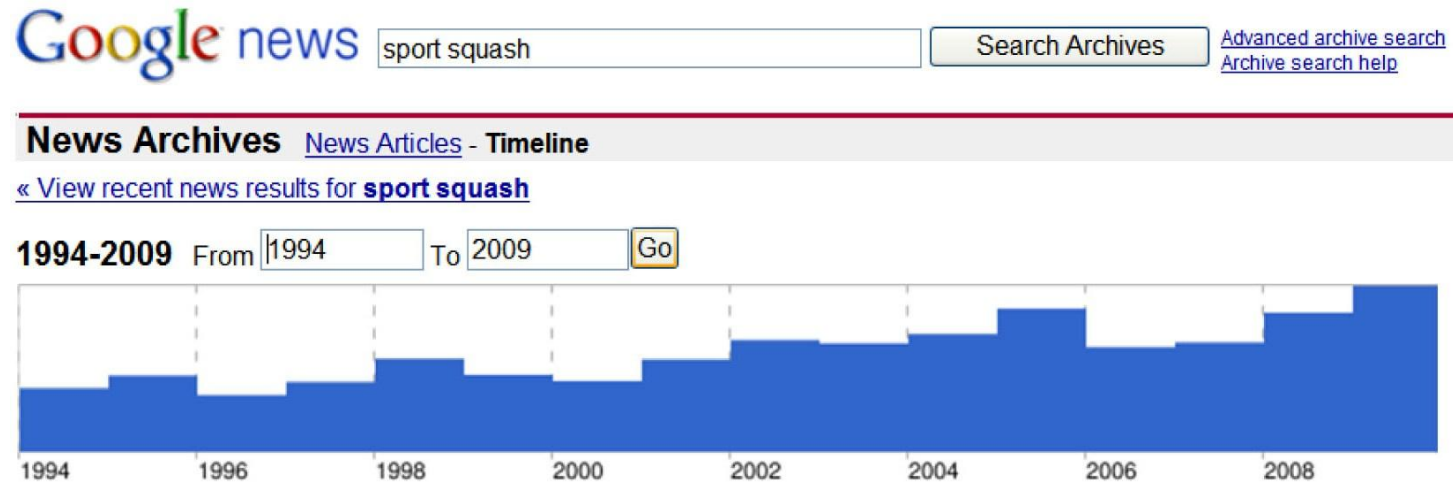
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Squash is Increasingly Newsworthy

Source: Google news

From 1995 – 2009, news coverage of squash has consistently grown.



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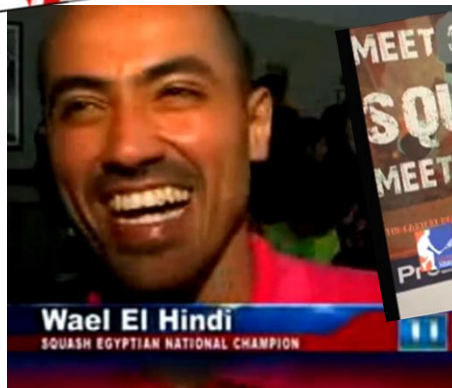


Squash is Increasingly Newsworthy

SPORTS
Squash: Should There Be an App for That?
by Alex Beam August 19, 2009, 5:36 PM

The New York Times
<http://www.nytimes.com/2007/12/09/sports/squash.html?pagewanted=2>
Dec 9, 2007

And for Sports. Kid. Put Down 'Squash'



OUT of BOUND



2 comments

In-your-face squash player decides to politely get out of people's faces

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Comparative Growth in First Time Sports Participation

Rugby	28.80%	Boxing	6.00%	Kayaking (White Water)	2.00%	Baseball	1.30%
Squash	15.10%	Lacrosse	4.70%	Football (Tackle)	1.90%	Badminton	1.30%
Triathlon (Traditional/Road)	14.20%	Aerobics (Step)	3.70%	Aerobics (High Impact)	1.80%	Hunting (Handgun)	1.20%
Kayaking (Sea/Touring)	9.90%	Wakeboarding	3.60%	Shooting (Sport Clays)	1.70%	Fishing (Saltwater)	1.10%
Adventure Racing	8.00%	Climbing (Sport/Indoor/Boulder)	3.40%	Climbing (Traditional/Ice/Mountaineering)	1.50%	Stationary Cycling (Spinning)	1.00%
Roller Hockey	7.60%	Ice Hockey	2.30%	Bicycling (Mountain/Non-Paved Surface)	1.30%	Cardio Kickboxing	1.00%
BMX Bicycling	6.60%	Volleyball (Beach)	2.10%				

Source: Sporting Goods Manufacturing Association (SGMA)
Sports & Fitness Participation Study. - September 9, 2009

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World's Best Players

World's best squash players compete in the PST including:

David Palmer: Two-time World Champion

Wael El Hindi: '08 Egyptian Champion, Member of '10 World Championship Team

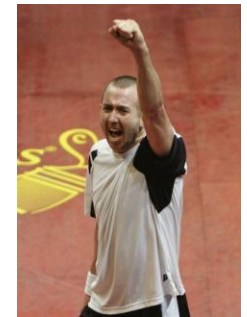
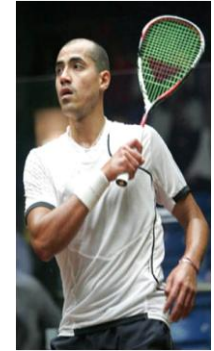
John White: Former World #1 and Scottish Champion

Shahier Razik: 4-time reigning Canadian Champion

Thierry Lincou: 12-time reigning French Champion, 1-time World Champion

Chris Gordon, Gilly Lane, Julian Illingworth: US National Team Members

Other top touring pros and national champions



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Benefits of Pro Squash Tour (PST) Tournaments

- Players compete for ranking points and prize money
- Tournaments are professionally managed by PST staff
- Host club has greater influence in tournament
- Top players compete in PST Tournaments at a better price
- PST Tournaments are professionally produced and entertaining
- Greater access to players for clinics and private patron sessions
- PST hires top level referees to officiate matches.
 - Often overlooked, this dramatically shapes a fan's experience

Pro Squash Tour



PST: A National Tour

- A coordinated national tour in major and mid-size markets across the U.S.
- Corporate sponsors can now reach the ‘best demographic in sports’ with one-stop shopping

For more information on regional and national sponsorship opportunities, please contact:

Joe McManus

joe@ProSquashTour.net

(617) 418-3600