

HEAD Launches Racquet Fitting Program to help tennis players find the right racquet

Phoenix, AZ – April 22, 2019 – HEAD has introduced the HEAD Racquet Fitting Program Powered By The Kovacs Institute to help tennis players find the right racquet for their playing style based on scientific data. In a one hour session, tennis players will receive data for 3 racquets and will be able to scientifically narrow the choice down to one racquet based on accuracy and playing statistics collected by a teaching pro and the HEAD sensor.

Other sports, like golf and cycling, use fitting sessions to help people find the right golf clubs or bicycles based on performance analytics and data that proves why each product is best for them. In tennis, demo sessions allow tennis players to try tennis racquets but they are limited to choosing the racquet based on perception and feel.

HEAD partnered with Dr. Mark Kovacs, who has strong expertise in sports technologies and science based programming for elite athletes, and together they developed the Racquet Fitting Program to allow coaches to help their students find the perfect racquet for their playing style using scientific data.

Athletes start by using HEAD's online racquet selector with Watson to narrow down their options to 3 racquets. In the one hour session, athletes hit various shots to different areas of the court with the three racquets. At the end of the session, coaches are able to show the athlete how each racquet ranks with accuracy, spin, control and power, as well as providing an overall recommendation percentage which leads to the best racquet option.

"We have worked closely with the team from HEAD over the past year to develop the racquet testing protocol that is easy to implement, can be done in a short amount of time and uses a unique algorithm to provide every tennis player with the ability to see and feel which racquet is perfect for them. This is truly a game changer for the industry." Dr. Mark Kovacs, Founder and CEO of the Kovacs Institute

"The racquet fitting process is the first of its kind in our sport. The ability to show a player what is really happening on court rather than relying on feel or whether they are having a good or bad day is what every tennis player wants and needs," said Greg Mason, President HEAD USA Racquet Sports. "Because of the HEAD sensor and the support of the Kovacs Institute, we can now accomplish something completely unique. HEAD is all about helping consumer play better and that starts with getting the right racquet in their hand. Other sports have done it for years, now it is finally available in tennis."

HEAD Racquet Fitting Sessions Powered By The Kovacs Institute are now being conducted at clubs across the country.

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ABOUT HEAD

HEAD UK Ltd. is a leading global manufacturer and marketer of premium sports equipment and apparel.



Our business is organized into five divisions: Winter Sports, Racquet Sports, Diving, Sportswear and Licensing. We sell products under the HEAD (alpine skis, ski bindings, ski boots, snowboard and protection products, tennis, racquetball, paddle, squash and pickleball racquets/paddles, tennis balls and tennis footwear, sportswear and swimming products), Penn (tennis balls and racquetball balls), Tyrolia (ski bindings) and Mares, SSI and rEvo (diving) brands.

The Company's key products have attained leading market positions based on sales and reputation and have gained high visibility through their use by many of today's top athletes.

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