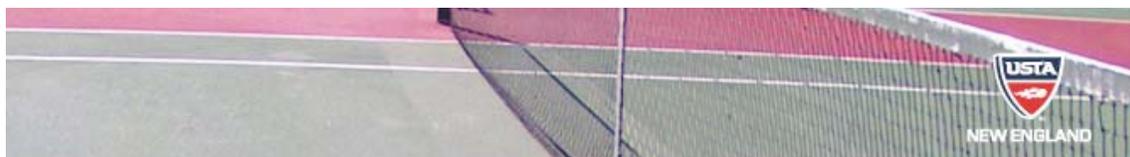
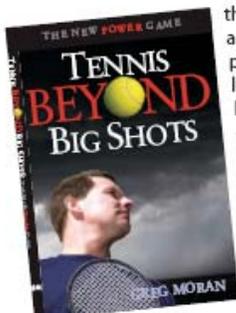


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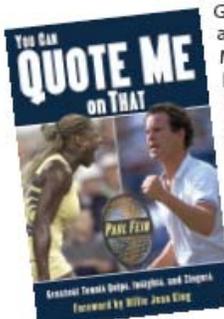
Tennis Titles

***Tennis Beyond Big Shots*, by Greg Moran (Mansion Grove House)**



This book presents a bold, back-to-the-future approach to the game – a new game that moves away from power and big shots yet is more lethal to opponents than any booming serve. Connecticut's own Greg Moran shows players of all ages and abilities that, with simple and small changes, you can not only maximize your tennis wins and play longer, but also have much more fun doing it. (June 2006; Paperback: \$26.95; www.TennisBeyondBigShots.com)

***You Can Quote Me on That: Greatest Tennis Quips, Insights And Zingers*, by Paul Fein (Potomac Books)**



Get inside the tennis locker room and press tent with Western Massachusetts native Paul Fein's latest book! He has compiled hundreds of the most outrageous, significant, and illuminating quotes on, by, and about tennis's biggest stars and hottest controversies. Fein, who recently won first place in the 2005 United States Tennis Writers Association (USTWA) Writing Contest for his piece "Who is the Greatest Tennis Player Ever," which appeared in Advantage Tennis Grand Slam Yearbook 2004, includes one-liners to and from the best and worst, the most important, the most gracious, and the most obnoxious. (2005; Paperback: \$17.95; www.TennisQuotes.com)

USTA New England Accepting Proposals for \$100,000 Special Investment Program Grant

USTA New England is accepting proposals now through Friday, September 8, 2006, for its 2006 Special Investment Program. The total amount allocated for the Special Investment Program is \$100,000. Organizations may apply for support ranging between \$20,000 and \$100,000. Log on to www.ustanewengland.com for more details, grant guidelines and an application, or contact Jeff Waters at waters@newengland.usta.com or 508-366-3450, ext. 25, for more information.

Tennis Warehouse Becomes Official Online Retailer of USTA New England

Tennis Warehouse, an online retailer of tennis equipment and apparel, and USTA New England recently entered into a partnership that will benefit tennis in New England. Visitors to USTANewEngland.com who click on a Tennis Warehouse advertisement or logo will be redirected to TennisWarehouse.com. Those visitors who go on to complete an online purchase transaction with Tennis Warehouse by way of the USTA New England Web site will be providing support for grassroots community tennis programs in New England. Tennis Warehouse will provide a portion of the gross profits from those purchases to USTA New England. Remember, if you plan on making a purchase with Tennis Warehouse and you want to help support grassroots tennis in New England, you must first visit USTANewEngland.com, then click on a Tennis Warehouse ad or logo. Thank you in advance for your support!

N.E.T. NEWS
NEW ENGLAND TENNIS

Published six times a year by USTA New England
110 Turnpike Road, Westborough, MA 01581
Ph: 508-366-3450 Fax: 508-366-5805
E-mail: info@newengland.usta.com
Web: ustanewengland.com

Editor: Tim Rossi
Advertising Sales: Celie Lucas
Graphic Design: Andres Alfaro

N.E.T. NEWS is the official publication of USTA New England. It is sent exclusively to USTA members in New England. For membership information contact the USTA Membership Department at 800-990-USTA (8782). Send address changes to: Address Change, USTA Membership Department, 70 West Red Oak Lane, White Plains, NY 10604-3602.

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Jul 20, 2006

Book looks beyond Wimbledon

By RACHEL KIRKPATRICK

It was just one of those moments where I knew this was what I wanted to do for the rest of my life.

Local tennis pro Greg Moran describes the moment the fire was lit. Moran, a 1981 Weston High graduate, was a young kid picking up balls for his tennis instructor when he was asked to demonstrate a stroke.

Years later, he's a successful tennis pro with a career spanning columns in top tennis magazines and television appearances; he has also just published a book.

After writing a final column for [tennisserver.com](#), a site that gets 30,000 readers a month, he received an abundant amount of feedback and a book was in demand.

Although one deal fell through, Moran came in contact with the award-winning tennis journalist and commentator Paul Fein, who signed on as his agent, and a book was born.

Tennis Beyond Big Shots is the title, consistency is the idea.



Four Seasons Racquet Club pro and former Weston resident Greg Moran has written a book titled *Tennis Beyond Big Shots*.

Tennis is so power oriented, and while power is good for pro players, it doesn't help players who are just looking for a good match, said Moran. He added, as any seasoned player can agree, the guy with the grand slam shots at your local club is just not fun to play with. He bases his book on the belief that tennis should be an enjoyable, lifelong sport, a game of

SAMPLE MEDIA COVERAGE

strategy, strokes and consistency.

The book, which took a little over two years to complete, includes 24 chapters combined into four parts. The first, making simple improvements that don't involve changing grip or swing; the second, Moran's revealing of forgotten shots, that will improve any player immediately; and the third part, a progressive approach to any match. The fourth part is devoted to Moran's own experiences and observations with advice that is guaranteed to make you one of the most sought after players at your club.

After four years on the Weston High School boys tennis team, Moran played tennis for Rollins University, where he fittingly met his future wife, who was playing on the women's team.

Following his dream of teaching tennis, he joined the family business. His stepfather, Stanley Matthews, is the owner and director of the Four Seasons Racquet Club of Wilton, and Moran has been at the club for nearly 30 years now.

He and his wife, who is also a tennis pro, and two children live in Bethel. Interestingly enough, neither of Moran's two children play tennis. Although heavily involved in other sports, his older son, as Moran put it, is finally catching the bug.

The neat thing for me is a lot of pros are trying to train the next champion. To me success is seeing how many of the kids I have taught who are still playing the game years later, said Moran. That's really cool to see.

The book is available to order at www.tennisbeyondbigshots.com.