



a division of Fromuth Tennis

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**CONTACT:**  
Herb Sweren  
Owner/President  
Office: 410-358-1304  
Cell: 410-404-2722

**STRING CENTER™ SOFTWARE ALLOWS TENNIS CLUBS AND RETAILERS  
TO MANAGE BUSINESS ONLINE FOR THE FIRST TIME**

*Revolutionary product is part of TENNIS COMMERCE SUITE™*

Baltimore, Md.—Tennis clubs, pro shops and specialty dealers now have a convenient and powerful way to manage and grow their highest-margin service business, racquet stringing, through STRING CENTER™, a web-based software program that is part of Sports InterActive's TENNIS COMMERCE SUITE™. The feature-rich product simplifies record keeping, increases productivity, and increases customer service.

"This is the very first system built for the string business to manage orders and the overall operation," says Herb Sweren, Owner/President of Sports InterActive. "Most dealers have been running the stringing operation by keeping track of orders in a notebook. This product automates the process so they can generate more revenue more efficiently."

With STRING CENTER™, stringers and managers can create customer profiles to record preferences for string type and tension; print receipts and work orders; view and prioritize jobs; and automate the process of customer reminder notices. STRING CENTER™ is a component of TENNIS COMMERCE SUITE™, which is an affordable full-service software package that offers online solutions for retailers and playing facilities to increase their revenue and customer service.

For shop owners, "Our Store Online" expands a store's "open" hours to 24/7 access through a secure shopping cart with tailored branding and messaging, and toll-free customer service by phone.

For tennis clubs and playing facilities, the "Premium SI Package" provides powerful tools to manage member communications and on-court activities. Highlights include online court scheduling, program enrollment and player-matching.

Tennis insiders harken the merits of STRING CENTER™.

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**Sports InterActive LLC**

4107 Winterhazel Road, Baltimore, MD 21208 | Tel. 410-358-1304 | [www.sports-interactive.net](http://www.sports-interactive.net)



"I've been able to expand my business *and* make my life easier, which doesn't happen very often," says Ken DeHart, the Director of Tennis at the San Jose Swim & Racquet Club in San Jose, Calif., who uses STRING CENTER™ along with the retail and playing facility components of TENNIS COMMERCE SUITE™. "It's great to have one place of access. You can document things more easily, more professionally, and keep the human touch. STRING CENTER™ is a very efficient way to manage your string business in one place, and our online store carries more physical inventory than I could carry in my shop. It's a great service, especially for tennis pros who are busy all the time."

David Bone, who is executive director of the U.S. Racquet Stringers Association, says "The USRSA supports any tool that helps improve the professionalism of the racquet service business."

#### **ABOUT SPORT INTERACTIVE LLC**

Sports InterActive LLC provides software solutions to authorized retail outlets that sell goods to the tennis, running and fitness markets. As a division of Fromuth Tennis--the leading distributor of gear, apparel and accessories—retailers are able to provide a vast inventory of products to customers along with toll-free customer service and around-the-clock shopping. For those shops that are located at tennis clubs and facilities, the ability to manage their membership database, communications and court activities is available in the "Premium SI Package" of TENNIS COMMERCE SUITE™. Herb Sweren, a former executive with Prince Tennis, is Owner/President of Sports Interactive.

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