



Wilson Sporting Goods Invests in Innovation + Future of Racquet Sports with Swing Racquet + Paddle
Wilson and Swing Join Forces to Revolutionize the Racquet Sport Experience and Grow Global Player Base as Strategic Partners

Raleigh, North Carolina [February 1, 2022] – In line with their mission to drive the evolution of sport, Wilson Sporting Goods (Wilson) has partnered with Swing Racquet + Paddle to revolutionize the racquet sport experience and grow the player base for racquet sports in the United States and beyond. Swing Racquet + Paddle is a first-of-its-kind dedicated racquet & paddle sport ‘Sportstainment’ venue designed to scale nationwide and beyond. As an early investor and strategic partner, Wilson will continue to lead innovation in the industry while fueling growth in racquet sports.

“Swing is exactly what the racquet industry needs. We have been on a mission to increase the base of the sport and this revolutionary concept will be a game changer by introducing and retaining new players, igniting an explosion of growth,” said Joe Dudy, president of Wilson Sports Goods. “We cannot wait to see this innovative flagship campus come to life in Raleigh and beyond.”

The partnership will align the two companies on many levels including Wilson’s sustainability goals, market innovation, industry networking, research + development, design + product line management (PLM), and more. With Swing’s flagship location in Raleigh, a top market in the country for racquet sports participation, following project completion, Wilson plans to relocate their Racquet Sports R&D/Innovation, Design and PLM teams on-site in a phased approach starting with Padel.

“We have created a new kind of experience that grows the game by pushing the boundaries of what the industry can become, and with Wilson onboard, we are one step closer to transforming the traditional business model forever,” said Rob Autry, founder and CEO of Swing Racquet + Paddle.

Swing’s Raleigh campus will also act as a testing ground for Wilson’s new consumer experiences driven by technology including AR, VR, and voice gamification; create a brick & mortar Wilson branded racquet retail experience; act as a destination for national and international tournaments and events; and work to grow the racquet player base in the U.S and beyond.

“The racquet sports industry has been in need of a next generation experience for a long time and Wilson recognized this industry shift and need for out-of-the-box thinking. We brought together the best and brightest minds in sports to create a fun, exciting, and sociable way to play and retaining these consumers for consistent, repetitive play,” said Jason DeGroff, managing partner of Swing Racquet + Paddle.

Swing’s flagship location is a 45-acre campus located in Raleigh, NC. The Swing campus serves up tennis, pickleball, padel, table tennis, and beach tennis courts side-by-side with retail for all levels and a cutting-edge food and beverage experience. To learn more about Swing please visit [SwingNC.com](https://www.SwingNC.com).

About Swing:

Swing Racquet + Paddle, led by entrepreneur Rob Autry and business partner Jason DeGroff, is the first multi-racquet + paddle sportstainment™ facility designed to scale nationwide and will feature a 45-acre flagship campus in Raleigh, North Carolina. The flagship location, slated for completion in early 2024, will be the largest, next-generation racquet sports facility in the world. Swing is a place that combines the best in racquet + paddle courts, tournament play, sports fitness, technology, and Eatertainment- all while creating players with a lifelong love of the game. More than a facility, Swing is an experience. An approachable and fun way to play. A place that brings people together through a common connection centered on sustainability, social good, and inclusion. For more information, please visit www.SwingNC.com.

About Wilson

Chicago, USA-based Wilson Sporting Goods Co., a subsidiary of Amer Sports Corporation, is the world's leading manufacturer of high-performance sports equipment, apparel, footwear, and accessories. The Company brings more than a century of innovation, history and heritage across many sports including Racquet Sports, Baseball, Softball, Football, Basketball, Volleyball, Soccer, and Golf. New for 2021 is Wilson Sportswear, a performance-based lifestyle athletic apparel collection, that combines Wilson's heritage and innovation with a modern and stylish flair for all to live like an athlete. Leveraging player insights to create products that push equipment and apparel innovation into new territories, Wilson empowers athletes at every level to perform at their best. Visit www.wilson.com for more information.

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