



**ANTICIPATED FREQUENTLY ASKED QUESTIONS (FAQs) REGARDING THE
USTA MEMBERSHIP DUES INCREASE
JANUARY 2012**

Q. I heard something about a dues increase – please explain?

A. The USTA has not raised dues in two years. The modest dues increase, which averages 5%, is necessary to help offset growing operational, postage and printing costs, but more importantly, to continue to provide great benefits, programs and services to our members. USTA Membership remains a great value. The dues increase goes into effect on Tuesday, January 3, 2012.

Q. Why is a membership dues increase necessary? I heard the US Open was the most successful ever so why are new costs being passed on to members?

A. We have grown the membership program to continue to provide more opportunities for participation and more benefits in the last decade. Since that time, the rising costs of providing benefits and services have been absorbed entirely by the USTA. The dues increase is necessary to help offset growing operational, postage and printing costs, but more importantly, to continue to provide great benefits, programs and services to our members. USTA Membership remains a great value – for instance, the increase for an adult one-year membership is only \$2.00. That's less than 17 cents a month!

Q. When does the increase take effect?

A. The increase is effective Tuesday, January 3, 2012.

Q. When will I see the increase/new dues?

A. The new rates take effect upon renewal of your current membership. You will receive your renewal notice about two months before your membership is due to expire. When you renew, we encourage you to upgrade your membership to a 3 or 5-year term. You can take advantage of significant discounts and lock in the rate for a longer period with the added convenience of renewing only every 3 or 5 years.

Q. What is the Senior Rate?

A. This is a new rate for our senior members. The senior product dues will apply to members 70 + and is essentially a flat rate at the current (2011) adult membership dues. This product is being introduced in response to a number of requests we've received from members and Sections.

Q. Why is the USTA offering the First Year Free (FYF) promotion?

A. The First Year Free offer was initiated in 2011 for members new to the USTA under 10 years old in order to introduce children to the sport of tennis. This offer eliminates membership barriers for youth and will be continued through December 31, 2012.

Q. Why did I hear about the dues increase in the media (Newspaper, Magazine, TV, etc.)? Why didn't I hear about the increase from you/USTA?

A. Since the dues increase only affects members at the time of renewal, we felt that personally notifying members through their renewal notices was more appropriate. We also want to manage the volume of calls coming into the Section office and the USTA Member Service Hotline, so lines can be kept open to service our members more effectively.

ANTICIPATED FREQUENTLY ASKED QUESTIONS

Q. How much is the increase? How much are the new dues?

A. The increase depends on your category of membership (see chart below) – on average, the dues increase is 5%. For an adult one-year membership, it's only 17 cents a month!

Membership Category	Current Dues	New Dues after January 3, 2012	Increase	% of Increase
Junior, 1 Year	\$19	\$20	\$1	5%
Junior, 3 Year	\$52	\$54	\$2	4%
Junior, 5 Year	\$76	\$80	\$4	5%
Adult, 1 Year	\$42	\$44	\$2	5%
Adult, 3 Year	\$115	\$119	\$4	3%
Adult, 5 Year	\$168	\$176	\$8	5%
Family, 1 Year	\$68	\$72	\$4	6%
Family, 3 Year	\$184	\$195	\$11	6%
Family, 5 Year	\$272	\$288	\$16	6%
Senior, 1 Year	N/A	\$42	N/A	N/A
Senior, 3 Year	N/A	\$115	N/A	N/A
Senior, 5 Year	N/A	\$168	N/A	N/A
Life Membership	\$750	\$750	\$0	0%

Q. Is there any way I can lower my membership dues?

A. The best way to lower the cost of membership is to increase the length of the term. Upgrade to a 3 or 5-year membership and take advantage of significant discounts. You also lock-in your rate for a longer period of time and you will experience the added convenience of only renewing every 3 to 5 years. Here are the rates:

Membership Category	One Year Dues	Upgrade to 3 Years	Upgrade to 5 Years
Adults	\$44	\$119 Save \$13	\$176 Pay for 4 years, get the 5 th year

			FREE! Save \$44!
Junior	\$20	\$54 Save \$6	\$80 Pay for 4 years, get the 5 th year FREE! Save \$20!
Family	\$72	\$195 Save \$21	\$288 Pay for 4 years, get the 5 th year FREE! Save \$72!

ANTICIPATED FREQUENTLY ASKED QUESTIONS

Q. I'm a lifetime member. Will the dues increase affect me?

A. Thank you for your support as a Lifetime Member! Because you have already paid your life member dues, there is no impact to you. For new life members, there will be no increase in 2012.

Q. What are the benefits of USTA membership?

A. USTA member benefits are as follows:

- Annual subscriptions to top tennis publications
- Opportunity to participate in USTA League & tournaments
- Chance to play on teams in the USTA Jr. Team Tennis national league for kids 6-18
- Travel discounts to major tennis tournaments around the world including the four Grand Slams, Davis Cup and Fed Cup events
- Special access to discounted and early ticket sales for seats to the US Open, the US Open Series and other major tournaments across the country
- Exclusive discounts on US Open and USTA merchandise
- Enjoy discounts on travel, sports gear, hotel reservations, entertainment and dining
- Special benefits and discounts on tennis instruction and your next great vacation
- Discounts on high quality greeting cards, beautiful invitations, and unique gifts
- Discounts on classes offered by The Princeton Review
- Membership dues support NJTL chapters, Jr. Team Tennis, USTA League, refurbishing public courts in inner cities around the country and more. And it's working! Our efforts have resulted in more people playing tennis. In fact, in 2009 we surpassed 30 million players!

Q. How does the USTA compare with other membership organizations?

A. USTA Membership is a great value, especially when compared to other membership organizations. We are proud of the benefits we give our members and our support of American Tennis through the Davis Cup, the Fed Cup and the US Open, as well as the tennis programs and grants we offer throughout our communities. Monies raised through USTA Membership benefit thousands of adults, seniors and children across the country.

In addition, our market research informs us that existing USTA Members believe our membership offers good value for the money.

Q. Is there someone I can contact with other questions about my membership?

A. USTA Member Services can help you with all other membership questions. Feel free to call the Member Service Center at 1-800-990-USTA (8782) between 9 a.m. and 9 p.m. Eastern time Monday through Friday, and 10 a.m. and 6:30 p.m. Eastern time on Saturday, or email questions to: memberservices@usta.com.