



WILSON SPORTING GOODS INFUSES ITS NEW BURN TENNIS RACKET COLLECTION WITH COUNTERVAIL® TECHNOLOGY

Novel composite material absorbs vibrational energy caused by ball-to-racket impact so players can train harder and play longer

CHICAGO, December 22 – [Wilson Sporting Goods Co.](#), announced today the introduction of its new 2017 Burn high performance racket line featuring [Countervail® \(CV\) technology](#). CV is a one-of-a-kind, layered composite material that reduces the amount of vibration transferred to a tennis player while playing. In a recent study, athletes playing with a Wilson racket with CV, experienced up to 30 percent less vibrational energy from the racket, leading to 10 percent less fatigue when playing. With greater energy, these players had 40 percent more control over their shots, without compromising feel.*

Wilson Advisory Staff Member and ATP ranked #5 Kei Nishikori will play with his new 2017 Burn 95 racket with CV on tour starting in January in Australia.

“When I play-tested my new Burn racket with Countervail, I could feel that my arm reacted better to it,” said Kei Nishikori. “I feel I recover faster after practice and my arm and shoulder don’t feel as tired while I am training. Best of all, it didn’t change the feel of racket, which is really important to me. I am excited to use it on tour.”

“Countervail can help a player maximize every single swing in a way not possible before,” said Hans-Martin Reh, General Manager of Wilson Racquet Sports. “This technology, coupled with our new, sleek racket design elements, creates a power-forward racket for a player like Kei – one who excels at playing from the baseline.”

ABOUT COUNTERVAIL (CV) TECHNOLOGY

CV technology was originally designed for the aerospace industry to dissipate vibrational energy in airplanes and space vehicles. Wilson LABS™, the innovation hub at Wilson, worked with CV’s creator, Materials Sciences Corporation, to evaluate how the technology could be used to help tennis players battle the compounding physical effects of the faster, harder-hitting modern game of tennis and the rigorous training athletes undergo to prepare for match-level play.

Wilson LABS engineers have strategically placed precise amounts of CV material at specific locations in the Burn racket frame to significantly reduce vibration without changing the power or feel of the racket.

To better understand how CV technology could aid performance tennis players, Wilson collaborated with the University of Minnesota’s School of Kinesiology. The School conducted a study with competitive collegiate players, men and women, to determine if playing with a Wilson racket with CV delivered meaningful benefits. Study results showed that athletes playing with a Wilson tennis racket with CV experienced less muscle fatigue and more energy, particularly in late sets or long training sessions, and as a result, showed improved control over their shots, and quicker recovery after training and matches.

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Wilson Advisory Staff Members and ATP ranked #3 Milos Raonic, ATP ranked #5 Kei Nishikori and WTA ranked #2 Serena Williams, among others, will play with Wilson rackets with CV technology during the 2017 season.

ABOUT THE 2017 BURN RACKET LINE

The 2017 Burn rackets with CV are designed for a tennis player who predominately plays from the baseline and is looking for booming power and an aggressive frame. Current top-ranked players and Wilson Advisory Staff Members Kei Nishikori and Simona Halep play with the Burn on tour.

Three models of the new Burn racket line feature CV technology, including the Burn 100S CV (18x16; the "S" stands for the brand's patented Spin Effect technology), the Burn 100 CV (16x19) and the Burn 95 CV (16x20). Each model has specific modifications designed to improve power, control, feel, and maneuverability based on an athlete's needs and style of play. There are two additional models available without CV, which Wilson LABS created specifically for junior and up-and-coming tennis players, including the Burn 100LS (18x16) and Burn 100ULS (18x16). Both models deliver lighter weight power and are easier to maneuver and swing.

All 2017 Burn racket models are constructed with High Performance Carbon Fiber for increased frame stiffness and explosive power on groundstrokes. And all models feature the Company's patent-pending X2 Ergo Handle technology, which allows a player to create a personalized, optimal feel on two-handed backhands for more power, versatility and feel. Parallel Drilling rounds out the technology package for the 2017 Burn line, which dramatically increases the rackets' sweet spot, while providing a forgiving feel.

The look and feel of the 2017 Burn collection reflects the new design DNA for Wilson performance rackets. This aesthetic features simple, modern, clean lines and bold color accents, as well as matte finishes and textured paint, to symbolize the strength, power and ability of every player.

The 2017 Burn rackets (with and without CV technology) are available for pre-sale via tennis specialty retailers (in-store and online) and on www.wilson.com starting today. The full line will be available for purchase worldwide on January 5, 2017. The MRP for the new Burn CV models are \$199.00 (US) and Burn models without CV are \$179.00 (US). For more information on CV technology, visit www.wilson.com/countervail.

Countervail is a registered trademark of Materials Sciences Corporation.

**University of Minnesota School of Kinesiology study conducted in spring 2016 evaluated Wilson tennis rackets with CV technology vs. standard Wilson tennis rackets without CV technology.*

Note: Pros often customize the racket they use. Racket specifications on endorsed consumer models may vary from the models used by pros for match-play.

ABOUT WILSON SPORTING GOODS CO.

Chicago-based [Wilson Sporting Goods Co.](http://www.wilson.com), a subsidiary of Amer Sports, is one of the world's leading manufacturer of high performance sports equipment, apparel and accessories. Wilson is the global leader in performance tennis and uses player insights to develop products that push tennis equipment innovation into new territories. Through its dedication to creating products that enable athletes at every level to perform at their best, Wilson has earned its place as a leader in sporting goods for over a century.

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