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## LEE TENNIS COURT PRODUCTS SERVES UP A NEW PLATFORM FOR CLAY COURT ENTHUSIASTS

Charlottesville, Va., April 3, 2009 - Lee Tennis Court Products launched today a new medium to link tennis players, coaches and teaching professionals who have a shared interest and passion for clay courts and clay court tennis. The web site, entitled "Play the Clay," is an interactive tool dedicated to sharing information about the benefits of playing tennis on clay courts while allowing tennis fans to connect with one another. According to Randy Futtly, general manager of Lee Tennis Court Products, clay courts are increasingly becoming the court of choice and 80% of the world plays on clay surfaces.

"We get pretty crazy-excited about tennis and particularly clay court tennis," said Pat Hanssen, Director of Sales at Lee Tennis Court Products. "We saw an opportunity to create a virtual space for others who feel the same way. The purpose of 'Play the Clay' is to teach site visitors about the clay court experience, and provide the information and, hopefully, the inspiration they need to go experience it for themselves."

Establishing connections with others who love the game of tennis and sharing stories and experiences about clay court tennis is an important feature of "Play the Clay". Links on the site to the Lee Tennis Court Products' fan page on Facebook and Twitter will help facilitate this. A *Join the Movement* section is dedicated to sharing information about clay's pivotal role in developing our country's next wave of champions. Another part of the site focuses on showcasing experiential clay playing events in Northern and Southern California and information on winning a clay court through *Play the Clay Events*. The *Play the Clay* section provides a place where people can share their clay court experiences.

The site also highlights photos from various playing events, a blog, industry news, tips and tricks on playing tennis on clay and a directory of facilities that offer clay courts. "Bringing people together in one place to talk about their love and appreciation for the game in general and clay courts specifically is energizing," Hanssen closed. "Being an advocate for the game of tennis and getting others involved is a top priority for Lee Tennis."

To learn more about 'Play the Clay,' visit [www.playtheclay.com](http://www.playtheclay.com).

### About Lee Tennis Court Products:

An affiliate of Luck Stone Corporation, LEE Tennis has played a vital role in the development of the HAR-TRU tennis court. Having 40,000 Har-Tru courts, Lee Tennis has been the mainstay on the clay court business in North America since 1964. Lee Tennis' dedication to quality and refinement has made LEE's HAR-TRU surfacing the number one selling clay type surfacing material. To support surfacing, Lee Tennis manufactures a full line of quality maintenance equipment and accessories, and provides expert technical consulting and customer support. Lee Tennis is represented by some of the leading tennis real property contractors in the U.S., and its products are sold in many countries around the world. Please visit [www.leetennis.com](http://www.leetennis.com) for more information.

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# press release

**About Luck Stone Corporation:**

Luck Stone Corporation is one of the largest private, family-owned and operated aggregates suppliers in the U.S. Headquartered in Richmond, Virginia, Luck Stone is the 9th largest producer of crushed stone in the nation. It operates 17 crushed stone plants in Virginia and North Carolina, 2 sand and gravel operations, 6 architectural stone centers and 2 granite fabrication facilities. The company's real estate arm, Luck Properties, strives to develop real estate that is community- and environmentally-friendly. Luck Stone also owns Lee Tennis/HAR-TRU®, the world's most popular type of clay tennis court and a leading supplier of court accessories. Luck Stone is committed to environmental stewardship and community involvement and has been recognized nationally for its conservation and community relations programs. Please visit [www.luckstone.com](http://www.luckstone.com) for more information.

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