



Dear Tao Customers & Friends;

Tao Tennis Shops has been operating the pro shop at the Nassau Racquet Club since 2011, as well as our location at the Warren Health & Racquet Club since 2008. In that time, the face of tennis retail has changed dramatically. Gone are the days where club members look to their local shop to fulfill all their tennis needs. Take a look at most clubs today and you will see an empty retail space where a pro shop used to be, or a sad selection of random merchandise that is meant to resemble the thriving pro shop that once existed.

What has replaced them are behemoth e-commerce websites, designed to provide players at every corner of the earth with an infinite number of product options delivered right to their doorstep. Masked in sophisticated graphics and rife with generic product advice, they meet the minimal requirements of the average American consumers today- fast, cheap and low quality.

Like most small businesses, the local pro shops cannot compete with "fast and cheap" online paradigm, and so most have faded into the landscape. Those who survive, a small but formidable group of tennis industry experts, of which Tao Tennis Shops are proud to be included, do so with the support of the few discerning tennis consumers who value the role professional expertise plays in the pursuit of their sport.

Tao Tennis Shops is built on the principles of integrity, quality and expertise. The word "tao" means the principle or the path, and our tagline, "the principle of performance" embodies our core belief that the best tennis is not so much a destination as it is a journey. Our mission is to help players of all levels embrace their tennis journey and achieve their best personal performance as they progress.

To that end, we are continuously working to better our own performance. This past year has been a uniquely challenging one, and 2015 is proving no different. As a result, we have had to re-evaluate our operations. In doing so, we will curtail certain aspects of our operation to enable us to continue in a more productive manner. We must start by closing our Nassau location on Mondays, which will commence as of March 9, 2015. In an effort to minimize

any inconvenience to our customers who play on Mondays, items can be left or picked up at the front desk. Kindly make arrangements for this service by contacting us during our regular business hours.

Despite the challenges, we are making some important strides that we believe will help us further our mission, and ultimately provide even more value to our loyal customers. Here are some of the exciting changes soon to come:

Enhanced expertise- Our trusted colleague and friend, Tom Martinez, who was known on the pro tour as one of the foremost experts in racquet customization (he ran the US OPEN stringing team from 1999-2005), has joined our team of technology experts. As a result, Gerald will be dedicating additional time at our Nassau location. His hours for the remainder of the winter season will be 10-8 Tuesdays & Thursdays, and from 10-6 on Fridays...and by appointment on Mondays, Wednesdays and Saturdays.

Same Day Stringing- We have the fastest and most accurate stringers ANYWHERE. Coming soon! Schedule your racquet service with Tao Tennis Shops and have it done by one of our MRTs...while you wait!

Customer loyalty rewards- Are you a "frequent stringer"? Ask about our current rewards program, and look for our online rewards program in 2015.

Competitive local pricing- We continue to be the most competitive local resource for tennis product. In addition to providing professional expertise, we continue to match the online retailers dollar-for-dollar on all major products. As a result, we are currently the largest retailers of ASICS, BABOLAT and DUNLOP in New Jersey!

We thank you, our devoted clients and friends, for your continued support. We look forward to serving you in 2015 and for many years to come!

Yours Truly,  
Brooke & Gerald Sarmiento  
Tao Tennis Shops