

## PRESS RELEASE

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### **#20 Sony Ericsson WTA Tour Player Nadia Petrova Inks Representation Agreement with Lagardère Unlimited**

**Lagardère Unlimited** announced today that it has inked a representation agreement with **#20 Sony Ericsson WTA Tour Singles Player Nadia Petrova**. Petrova, who decided to make this important management change in the later stages of her career in order to maximize her marketing and revenues potential, will be managed by Lagardère Unlimited President, **Ken Meyerson**, and Client Manager, **Kevin Oblatz**.

"I've watched her play for several years, and always thought that she was a superb athlete with great potential," said **Ken Meyerson, Lagardère Unlimited President**. "I firmly believe her best tennis years are way ahead of her, and we are delighted to be representing her interests."

Petrova, who currently resides in Moscow, Russia, has been **ranked as high as #6** on the Sony Ericsson WTA Singles Tour and has captured **9 career singles titles** and **18 doubles titles**. Petrova has been a part of the **Russian Fed Cup Team** in 2001, 2003, 2006, 2007 and 2009 and also played on the 2004 Russian Olympic Team and the Athens Summer Olympics. As a top-ranked ITF Junior, Petrova was the 1998 **Junior Roland Garros Singles Champion** and the 1999 **Junior US Open Singles Finalist**. In addition to her on-court achievements, Petrova is an official ambassador for Habitat for Humanity through the Sony Ericsson WTA Tour partnership with Whirlpool and "Aces for Homes" initiative.

"Change is good sometimes and I wanted to prove that so I had to make some decisions at the end of the last year and signing with Lagardère was one of them," said **Nadia Petrova**. "They have done some incredible things with some of the other players on Tour, so I'm excited to be on board and I'm looking forward to working with them during my career."

*Lagardère Unlimited is the talent management business unit of the Lagardère Group. With its headquarters in Paris, the company operates around the world. Currently, Lagardère Unlimited represents some of the best players on the ATP World Singles Tour including Andy Roddick, Fernando Gonzales, Richard Gasquet, and Gael Monfils.*

For more information on Lagardère Unlimited, visit [www.lagardere-unlimited.com](http://www.lagardere-unlimited.com)

*Lagardère is a pure media group (books, press, broadcast, digital, travel retail and press distribution, sports trading and sports rights), and is among the world leaders in the sector. Lagardère holds a 7.5% stake in EADS, over which it exercises joint control. Lagardère shares are listed on Euronext Paris.*

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*Lagardère Unlimited, a talent management company*