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FOR IMMEDIATE RELEASE

TENNIS CANADA ANNOUNCES EXCLUSIVE PARTNERSHIP WITH PLAYREPLAY TO INTRODUCE ELECTRONIC LINE-CALLING AT SELECT JUNIOR EVENTS

Five events will benefit from PlayReplay's electronic line-calling system, including this month's Fischer Indoor Junior Nationals

[TORONTO, ON] March 20, 2026 – Tennis Canada and PlayReplay are pleased to announce a partnership that will see electronic line-calling (ELC) technology implemented at select junior tournaments across the country, starting in 2026. Marking a significant step in the adoption of digital innovation within the sport in Canada, the technology will support officials, enhance player experience, and reinforce a commitment to fair play.

As part of the partnership, ELC will be introduced at the Fischer Indoor Junior Nationals across all four age groups. The U16 and U12 divisions will be the first to see this upgrade in action, as they kick things off next week, on March 22 and March 23, respectively. The U18 and U14 divisions will follow, with competition starting the week of March 29. In July, the U18 Fischer Outdoor Junior Nationals will also feature PlayReplay's technology.

In 2025, Tennis Canada and PlayReplay piloted ELC in a number of tournaments, leading to the approval of PlayReplay's line-calling system for sanctioned tournaments across Canada. To date, PlayReplay is the only silver-certified system approved by the federation. Throughout the partnership, PlayReplay will service several tournaments at different levels of play, in addition to the Fischer Junior Nationals.

Beyond officiating, the implementation of ELC will also provide valuable data for Tennis Canada's high-performance team, particularly to support athletes at Toronto's Regional Training Centre, as their practice facility at Sobeys Stadium will be equipped with PlayReplay's technology on eight courts year-round. This system tracks key performance metrics such as serve speed, ball height, and shot placement.

"This partnership marks a significant step forward in how we deliver competitive tennis events in Canada," said Ryan Borczon, Senior Director of Professional and National Events at Tennis Canada. "Electronic line-calling not only improves accuracy but also supports our commitment to fairness and innovation. We are delighted to be able to offer this technology at our prestigious Fischer Indoor Junior Nationals and are eager to expand this service to other events in the near future."

"We are exceptionally proud to be selected as exclusive partners to Tennis Canada on their journey to transform tennis across this country," said Hans Lundstam, CEO and Founder of PlayReplay. "Tennis Canada is a frontrunner when it comes to adopting new technology and shares our vision for improving the sport. We are nothing but thrilled about the outlook for this partnership."

MEDIA NOTES

- Tennis Canada and PlayReplay will introduce electronic line-calling at select junior events in 2026.



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- The technology debuts at the Fischer Indoor Junior Nationals, starting March 22.
- It will also be used at the U18 Fischer Outdoor Junior Nationals in July and installed year-round on eight courts at Sobeys Stadium in Toronto.
- Additional events benefiting from electronic line-calling will be announced in due course.

About Tennis Canada

Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth, development and promotion of tennis in Canada and a vision to be a world-leading tennis nation. We value teamwork, passion, integrity, innovation and excellence. Tennis Canada owns and operates the premier National Bank Open presented by Rogers WTA and ATP Tour events, it financially supports 15 other professional tournaments in Canada, as well as operating more than 60 events nationally across junior, wheelchair, university and Masters tennis categories. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee and the Canadian Paralympic Committee, and serves to administer, sponsor and select the teams for Davis Cup, Billie Jean King Cup, the Olympic and Paralympic Games and all wheelchair, junior and masters tennis national teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada please visit our website at: www.tenniscanada.com and follow us on LinkedIn, X, Facebook and Instagram.

About PlayReplay

PlayReplay aims to democratize tennis tracking, making it accessible for everyone. PlayReplay's advanced technology promotes fairness across every level of competition and equips coaches with critical data to better support their players. PlayReplay is the only tracking solution that has achieved ITF silver-level classification for "real-time" and "review" ELC for indoor/outdoor use, respectively. To date, PlayReplay has been utilized in approximately 350,000 matches, generating around 150 million accumulated line calls. For more information, visit www.playreplay.io.

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