

NEW LORIET AGENT: Alexander Anselme

February 16, 2013 – Santa Barbara, California

Alexander Anselme has joined Loriet as the company's 2013 California representative for Southern California.



Alexander is a lifelong tennis player, having held both state and national rankings. Alexander also played tennis for the University of California, Santa Barbara and was named Men's College Tennis Player of the Year by the Santa Barbara Athletic Round Table.

Alexander has coaching and sales experience, having worked with a number of clubs and clients since 2005, and brings both vision and charisma to the Loriet Sales Team.

Launched in 2005 at a WTA Tournament in Amelia Island, FL, Loriet Tennis & Sports Apparel can be purchased online and in specialty stores. Loriet is proud to work with a variety of organizations and programs to support player development and other important causes. For more information visit us online at www.Loriet.com.