

# Sabadell<sup>SM</sup>



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## **RAFAEL NADAL, BRAND AMBASSADOR FOR SABADELL**

**Miami, FL — March 24<sup>th</sup>** — Rafael "Rafa" Nadal is a 14-time Grand Slam winner and the No.3 tennis player in the world. Nadal will be competing in the Miami Open at the Crandon Park Tennis Center in Key Biscayne. As the Sabadell Brand Ambassador, Nadal took some time away from the Miami Open to meet with Sabadell clients at the JW Marriott Marquis.

“Nadal is a wonderful Brand Ambassador for Sabadell, not only because of his Spanish background but because of his commitment to excellence and his unwavering work ethic. He is inspiring and a great example that hard work and dedication pays off.” said Fernando Perez Hickman, Chairman of the Board of Sabadell United Bank and managing director for Sabadell Americas.

During the meet and greet Nadal discussed his latest tennis training tool, a “smart racket” that records technical data with every hit he makes. After a match or training session the data can be downloaded to a smart phone or computer to help analyze a player’s strengths or where they need improvement. The International Tennis Federation historically prohibited player analysis technology but as of last January players are now allowed to use "smart" equipment, like Nadal's new racket and heart-rate monitors.

“It’s an innovation and a new technology for tennis that I think works for professionals. It helps to see the things you are doing when you are playing, it tells you after every practice and every match how many shots you hit and whether it was with your forehand or back hand, or if it is a volley or slice” said Nadal.

The 2015 Miami Open will take place from March 23 - April 5, 2015 and will conclude with the women’s final on Saturday, April 4<sup>th</sup> and the men’s final on Sunday, April 5.

### **About Sabadell**

Sabadell United Bank, N.A. is a locally managed, nationally chartered banking institution that serves over 40,000 clients with a network of 26 branches throughout Florida. Professionals, businesses, as well as high-net-worth individuals look to Sabadell as their trusted financial advisor. Sabadell United Bank consistently ranks as one of the most well-capitalized banks in the state and is rated 5 stars by Bauer

Financial for its financial stability. Sabadell's Florida operations include Sabadell United Bank, including its wealth management division, Sabadell Bank & Trust, and Banco Sabadell – Miami Branch, an international branch of its parent company, Banco Sabadell. Sabadell currently manages more than \$14 billion of business volume in Florida. Since 2007, Sabadell has grown its presence in Florida over twelvefold in terms of business volume.

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