



**INTENNSE and Cellairis “Lock In” with Founding Partnership**

*Atlanta-based mobile device accessories and solutions provider becomes INTENNSE’s Official Focus & Education Partner*

**ATLANTA, GA – May 18, 2026** – **INTENNSE**, the revolutionary professional co-ed tennis league redefining the sport with its fast-paced, team-based format, today announced a multi-year partnership naming Atlanta-based **Cellairis** a Founding Partner and the Official Focus & Education Partner of INTENNSE.

Through the partnership, INTENNSE and Cellairis will launch “Lock In,” a purpose-driven platform built to connect live professional tennis, athlete storytelling, fan engagement, and distraction-free learning across the Atlanta market and beyond.

The program will bring a performance mindset to broadcasts, digital content, community activations, and school-facing programming designed to promote intentional focus on and off the court — anchored by Cellairis’ Cyber Pouch™, a product that blocks incoming and outgoing device communications to create quieter, distraction-free environments for schools and other settings where concentration matters.

As a Founding Partner, Cellairis will receive category exclusivity across INTENNSE in the focus and education technology category and be integrated across all league keystone properties — INTENNSE Pro, INTENNSE Challenge, INTENNSE Junior, and INTENNSE Community — providing authentic omnichannel exposure and integration via the Lock In platform. Cellairis will also receive official designation and approved rights to use INTENNSE marks and partnership assets in marketing and sales-enablement materials.

*“Cellairis shares our belief that focus is a competitive advantage on the court, in the classroom, and in everyday life. Being present and removing distractions can reduce depression and anxiety, increase sustained attention, and improve sleep — ultimately enhancing athlete performance. Through ‘Lock In,’ we’re building a partnership that connects performance, education, and community in a way that feels true to INTENNSE’s mission and meaningful for the Atlanta market.”*

**— Charles Allen, CEO, INTENNSE**

The partnership will be activated through a series of integrated pillars spanning media, broadcast, community, and hospitality with a few key elements to include:

- **The Lock In Play Presented by Cellairis:** a recurring broadcast segment during every INTENNSE Arc, highlighting the single point of maximum focus and competitive edge from that match.
- **Lock In Chalk Talks:** INTENNSE Pro players and Cellairis brand representatives will host educational sessions with Ball Keepers and INTENNSE Junior participants on focus as a competitive advantage, pre-match routines, and how eliminating distraction separates good from great.
- **Jersey Patch:** the Cellairis logo will appear as a jersey patch on one INTENNSE team during the 2026 season, providing consistent on-court brand visibility across live broadcasts and highlight content.
- **The Lock In Suite:** a Cellairis-branded premium hospitality suite providing direct engagement with Atlanta-area school district stakeholders, county decision-makers, and enterprise partners.

*When you experience INTENNSE, you see what it looks like to truly lock in — professional tennis players, competing as a team, executing under pressure with complete focus. The best part is that nobody had to tell them to put their phones away. They did it because winning required it. That’s the message we want to bring to schools across Atlanta — not as a policy, but as a mindset. Lock In gives Cellairis a way to say that with professional athletes standing right beside us. We’re not here to take phones away. We’re here to show kids what’s possible when they put them down.”*

— **Jaime Brown, Co-Founder, Cellairis**

The Lock In partnership is designed to scale. As INTENNSE expands from its current 10-team Atlanta hub toward an 18-team multi-market league, Cellairis’ Founding Partner position and category exclusivity will grow with it — establishing the brand as the national leader in focus culture at the intersection of sport, education, and community.

For more information, visit [www.intennse.com](http://www.intennse.com).

## **About INTENNSE**

INTENNSE is a fast-paced, co-ed, team-based professional tennis league designed to elevate both player performance and fan engagement. Featuring simplified scoring, nonstop action, and an immersive live environment, INTENNSE is bringing new energy and a new narrative to the sport of tennis. The league enters the 2026 season with 10 teams, all based out of Assembly Studios in Atlanta, GA. Learn more at [www.intennse.com](http://www.intennse.com).

## **About Cellairis**

Having called Atlanta home for over 20 years, Cellairis has been at the forefront of mobile technology, evolving from a retail and franchise business into a powerhouse in enterprise mobility. What started with device accessories, protection, and premium cases has grown into a full-spectrum solution for businesses of every size—helping SMBs and global enterprises stay connected, productive, and secure. We tackle today's technology challenges head-on with device lifecycle management, mobility services, protection programs, and custom platforms that keep teams moving. Decades of experience in consumer tech and large-scale service delivery give us an edge: agility, execution, and customer-first innovation. Whether it's rapid product customization or scalable deployments, Cellairis delivers tailored solutions in weeks, not months—helping organizations move faster in a world that won't wait. Built on a foundation of retail roots, franchise growth, and enterprise technology, we blend entrepreneurial energy with enterprise-scale capabilities. The result? Smarter, faster, and more flexible solutions that protect devices, empower teams, and redefine what's possible in a connected world. For more information, please visit us at [www.cellairis.com](http://www.cellairis.com)

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