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GLOBAL GAMES SELECT BADEN SPORTS® AS OFFICIAL BASKETBALL **World's Best to play with Baden's *PERFECTION™* Elite World Class Game Ball**

July 6, 2005 – Dallas TX – The 2005 Global Games announced Baden Sports Inc. of Federal Way, WA as their "Official Basketball" provider for the second year in a row. The two organizations will partner together to provide the world's top athletes with the world's premier performance game basketball.

"We are proud to once again have Baden's *PERFECTION™* Elite as the "Official Ball" of the Global Games. The response by the world's best players to the performance of the ball last year was phenomenal", said Global Games Executive Director, Michael Sorrell.

Baden, *The Athletic Ball Expert™* entered the ball market in 1979 to address the need for higher quality products. Their *Passion for a Better Game™* commitment tagline is demonstrated by the attention on producing balls designed to consistently enhance the athlete's performance. No other company comes close to matching Baden's innovation and ball production expertise.

Baden's Director of Marketing and Business Development, Brent Williams knows players and coaches will appreciate Baden's commitment to the game asserting, "A true 'sport' revolution is rare. That is why Baden's revolutionary *PERFECTION™* game ball using *Total Feel Technology™* has produced so much excitement. At Baden the player is first priority. Our *Passion for a Better Game™* drives us to continually look for ways to allow the player to reach his or her highest potential. Our belief at Baden is, "The player's performance should decide the outcome of the game...not the ball's performance. This is the purpose of *PERFECTION™* and the vision that drives us. We are excited for the Global Games to continue to be a part of the *Best Choose Baden™* family."

The Global Games is the preeminent international basketball tournament played in the United States. The tournament annually brings the world's top athletes, ages 21 & under, to the Dallas-Fort Worth area. This year's tournament marks a new era in Global Games competition with the event moving to the Deja Blue Arena at Dr Pepper Star Center-Frisco. The event begins July 24th and culminates with the medal round on July 30, 2005.

This year's field includes men's junior national teams from USA Basketball, Lithuania, Mexico, Nigeria, Slovenia, and Ukraine. Additionally, it will feature regular Global Games participants Team Africa and the Texas/US Select Team. The list of alums that have played in the event reads like a who's who of the basketball community. Among those who have competed in the tournament are: 2005 NBA draft picks Deron Williams, Ike Diogu, Antoine Wright, Jarrett Jack, CJ Miles, Roko Ukic (Croatia), Mile Ilic (Serbia), Bracey Wright, Ricky Sanchez and Lawrence Roberts. Other recent Global Games alums include Chris Bosh of the Toronto Raptors, Seattle SuperSonics teammates Luke Ridnour, Nick Collison and Vladimir Radmanovic, Luke Jackson of the Cleveland Cavaliers, Carlos Boozer of the Utah Jazz, Jameer Nelson of the Orlando Magic, the Chicago Bulls Chris Duhon, and Houston Rockets All-Star Yao Ming.

For information on Baden Sports, Inc. and the *PERFECTION™* game basketball go to www.badensports.com, or call 1-877-480-8183 to find a dealer near you.

For information on the Global Games go to www.globalgamesbasketball.com.