

FOR IMMEDIATE RELEASE

For more information, contact:
Brent Williams
(253) 925-0500

NWAACC SELECTS BADEN SPORTS® AS OFFICIAL BALL **Northwest's Community Colleges to play with Baden's World Class Game Balls**

August 22, 2005 – Vancouver, WA – The Northwest Athletic Association of Community Colleges (NWAACC) announced Baden Sports Inc. of Federal Way, WA as their "Official Ball" in NWAACC games and events for the next five years. The two organizations will continue their partnership in the sports of basketball, soccer, and softball while introducing Baden Baseball as the NWAACC's "Official Ball" starting with the 2005-2006 season. The two organizations will work together to provide the NWAACC and its thirty-five (35) member institutions in the states of Washington, Oregon, and the Canadian province of British Columbia with competition, camp and promotional balls.

"We have enjoyed the relationship to date with Baden Sports. Their expertise allows our athletes to play on a daily basis with the best balls in the market. Being a northwest company with strong local ties, they have shown a commitment to our institutions and programs. We look forward to working with Baden in an even broader perspective to raise the profile of community college athletics in our region," said NWAACC Executive Director Dick McClain.

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 to produce 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 Baseball Category Manager, Rusty Trudeau looks forward to adding NWAACC players and coaches to the **Best Choose Baden™** team asserting, "Baden has made a major commitment to baseball in the northwest. The NWAACC teams join Head Coach Ken Knutson's University of Washington Baseball Huskies and one of the Northwest's premier summer collegiate baseball leagues, the Pacific International League (PIL) as high level local organizations that compete with the Baden Baseball." Among Baden's other "Official Ball" affiliations are the National Baseball Congress and NBC World Series, the United States Amateur Baseball Federation, the International Baseball Association, and the PlayStation® High School All-American Game shown nationally on Fox Sports Television.

Baden Director of Marketing and Business Development, Brent Williams states, "Baden has consistently exhibited our commitment to the player and the game through our revolutionary **Perfection™** Game Balls using **Total Feel Technology™**, but the commitment doesn't end with the game ball. Our innovative and exciting promotional and custom products will help each member institution grow their programs."

For information on this program or to find a dealer near you, contact Baden Sports at (800)544-2998, and go to www.badensports.com.

For information on NWAACC Athletics contact Executive Director, Dick McClain, or Director of Marketing, Charles Warner at (360)992-2833, and go to www.nwaacc.org.