

FOR IMMEDIATE RELEASE

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

***BEST CHOOSE BADEN™* COACHES CHOSEN BY WBCA Sam Nichols joins Bonnie Henrickson on Board of Directors**

June 21, 2005 – Lilburn GA – Women's Basketball Coaches Association President Doug Bruno today announced the appointment of *BEST CHOOSE BADEN™* and McMurry University head coach Sam Nichols to the WBCA's Board of Directors. As one of 13-newly chosen members, Nichols will represent the male coaches of women's basketball on the WBCA Board. Nichols joins current WBCA Executive Committee Secretary and fellow *BEST CHOOSE BADEN™* and University of Kansas Head Coach, Bonnie Henrickson on the board.

"With the continual expansion and popularity of women's basketball, it's a very challenging and significant position," said Nichols, who will enter his 11th season on the Lady Indians bench in 2005-06. The winningest coach in the program's history, Nichols has compiled a 149-106 career record (.584) at McMurry. His 2000 squad was ASC West Division co-champions and made the Sweet 16 of the NCAA Division III Tournament. This season McMurry posted a 19-9 record and defeated two higher-seeded teams to finish as the ASC Tournament runner-up. Nichols was inducted into the WBCA 500 Victory Club in 2002, recognizing his success over 31 years of coaching at the high school and collegiate levels (587-292).

Nichols embodies Baden Sports® *PASSION BETTER GAME™* motto. He has worked tirelessly to promote the game he loves to teach. He served on the Kodak Women's NCAA All-America Committee for Division III from 2000-03. A veteran clinician, he frequently speaks at *BADEN ELITE COACHING CLINICS™*. He has also written two books entitled *Developing Basketball Players and Scoring and Defending in Special Situations*. In addition, Nichols has been an international ambassador for the sport of basketball by coaching Athletes in Action and travel squads that toured Africa in 1989 and Russia in 1994. Since 2001 Nichols organizes a Christian ministries basketball camp in the Bahamas as an outreach program for the underprivileged youth of the tiny island nation. Baden Sports® donates balls annually in support of this effort.

Baden is renowned in the industry for its *PASSION BETTER GAME™*. This passion is evidenced by their quarter century of product innovation. Baden was driven by this passion when it was the first to develop the women's sized basketball. Baden revolutionized the basketball industry again when it introduced its patented *PERFECTION™* Game Basketball featuring *TOTAL FEEL TECHNOLOGY™*. Baden's commitment to the women's game is embodied in their sponsorship of the Women's Basketball Hall of Fame in Knoxville, TN.

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 WBCA or WBHOF go to their respective websites.