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WASHINGTON HIGH SCHOOLS CHOOSE BADEN SPORTS Baden Designated "Official Ball of WIAA" Baden Offers Introductory Free Ball

April 3, 2006 – Federal Way WA – The Washington Interscholastic Activities Association (WIAA) designated Federal Way, Washington based Baden® Sports Inc. as their "Official Ball" for Football, Volleyball, Soccer, Basketball, Baseball and Softball for the next five years effective with the 2006/2007 school year. Not only will the state's athletes compete using Baden's world class game balls, but Baden's competitively priced, innovative, and exciting custom promotional products will help each member school grow their resources. In an effort to provide a smooth transition for schools to the newly adopted ball, Baden will provide free introductory balls to each of the state's high schools respectively. The donation value of these introductory balls exceeds \$100,000.

WIAA Executive Director, Mike Colbrese stated, "We are fortunate that Baden Sports, with their World Headquarters located right here in Washington, will be providing product to our schools. Not only will the state association benefit from the partnership, but also benefiting greatly are our member schools and athletes."

Michael Schindler, CEO of Baden Sports, Inc. commented, "We are proud to be chosen as the "Official Ball Supplier" for our home state. Supporting each WIAA high school program reinforces Baden's **Passion for a Better Game™**. Not only does it demonstrate our confidence in the quality and performance of our products, it also allows each school to stretch their budget dollars at this critical time of budget deficits. Supporting organizations such as the WIAA enables more students to participate in the positive activity of athletics."

Brent Williams, Baden's Director of Marketing and Business Development knows Washington high school players and coaches will appreciate Baden's commitment to the game asserting, "The superior performance of the **Baden Perfection™** game ball featuring patent pending **Total Feel Technology™** combines many state of the art advances exclusive to Baden. At Baden we design each ball with the athlete's performance in mind."

WIAA board member and Washington Secondary School Athletic Administrators Association (WSSAAA) President-Elect, David Lutes of the Kent School District claims, We are excited to join forces with Baden in an effort to combine Baden's "**Passion for a Better Game™**" with the state athletic directors and coaches' "passion for the game" itself. Without support for each other, the game doesn't get played at its highest level."

The WIAA joins a select group of **Best Choose Baden™** members, which includes many of the top high school and collegiate coaches and conferences in the nation. Basketball coaching legends Pat Summitt of Tennessee and Bob Knight of Texas Tech choose Baden, as well as AVCA Volleyball Coach of the Year, John Cook of Nebraska to name a few. Baden is the ball of choice for University of Washington basketball coaches Lorenzo Romar and June Daugherty, baseball coach Ken Knutson, and 2005 NCAA Volleyball Champion, Jim McLaughlin. Volleyball coach Brian Heffernen at Washington State University is also a Baden Coach. Other local ties include the Northwest Athletic Association of Community Colleges (NWAACC) and the Great Northwest Athletic Conference (GNAC). On a national scale the National Junior College Athletic Association® (NJCAA) and many National Collegiate Athletic Association® (NCAA) conferences and tournaments count Baden as their ball of choice. On the high school front Baden currently works with seventeen state high school associations and is the official ball of the High School All-American Baseball Game. Worldwide, Baden's affiliations include England Basketball, Basketball Ireland, Lithuanian National Basketball League, Polish Basketball Federation, Basketball Scotland, Federation of Spain, Estonian Federation, Canadian Colleges and Universities, and the Canadian provinces of Alberta, British Columbia, Ontario, and Quebec.

Baden, **The Athletic Ball Expert™** entered the ball market in 1979 to address the need for higher quality products. Their **Remember Quality is Important™** and **Passion for a Better Game™** commitment taglines are demonstrated as they continue to design and develop innovative products facilitating improved play by athletes of all ages and abilities. At Baden the player truly is first priority. No other company comes close to matching Baden's technical expertise and value it brings to sports. Baden's World Headquarters Offices are located in Federal Way, Washington.

To learn more of Baden's game changing innovations go to www.badensports.com. For information regarding Baden Sports and their extensive dealer network contact Andy Watson, Baden's Washington Team Sales Manager at andyw@badensports.com.

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