

FOR IMMEDIATE RELEASE

BADEN SPORTS INC. LAUNCHES RETAIL WEB SITE

New Online Store to Sell Selection of Baden Sports Products

FEDERAL WAY, Wash. (November 19, 2007) – Baden Sports, Inc. announces the launch of their official online store accessible at www.badenball.com. Fans and sports enthusiasts can now purchase any of Baden's high quality, technology-driven sports balls from this new website.

To celebrate the grand opening, BadenBall.com is offering its customers a 25% discount on all products, free shipping on all orders over \$99, and a free ball pump with each inflatable ball purchase.

The Badenball.com website is powered by Firegiants, Inc., providers of experiential ecommerce solutions for the active lifestyle industry. The website presents customers with an easy and efficient way to purchase Baden basketballs, footballs, baseballs, softballs, volleyballs, soccer balls, and water polo balls. The site also features Baden's unique collection of Nite Brite™ glow-in-the-dark merchandise.

About Baden: Baden Sports, Inc., an independent, family-owned company based in Federal Way, Wash., is a designer and producer of the highest quality athletic balls in sports. Baden's product leadership has led many collegiate conferences, programs and coaches to choose Baden as their "Official Ball." These include the winningest coaches in NCAA men's and women's history: Bob Knight of Texas Tech University and Pat Summitt of the 2007 National Champion University of Tennessee Lady Vols. Baden sells its products internationally with distribution centers in Federal Way, Wash.; Louisville, Ky.; and a supply chain office in Asia.

www.badensports.com

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