

FOR IMMEDIATE RELEASE

Baden Sports Sponsors Donations to Give Soccer Balls to the Children of Iraq

Balls to be given away by U.S. Service Personnel Stationed Overseas

FEDERAL WAY, Wash. (November 1, 2007) – Baden Sports, Inc., headquartered in Federal Way, Wash., announces a donation drive to provide soccer balls to Iraqi children. For every \$20 donated by the public, Baden will provide five balls to the United States Armed Services who will give the balls to servicemen and women to hand out in Iraqi neighborhoods and villages.

Baden Sports is encouraging the public to participate in this donation drive. The drive was initiated by Kirby Wilbur, host of Kirby & Co. on KVI 570 AM Seattle, who bought over 100 balls from Baden after hearing from a US Army Sergeant stationed in Iraq that “all these kids want here are soccer balls”. The fundraiser continued on Wednesday, October 31st with the listeners of Kirby & Co. sending in their donations. So far there has been over \$5,000 donated, which equates to over 1,200 soccer balls.

“We are happy to contribute to this worthy cause,” said Michael J. Schindler, Baden’s CEO. “Iraqi kids love soccer and U.S. soldiers love giving out the balls. It is one of those little things that might end up making a big difference.”

To donate to the program, send a check to: Baden Sports, Attn: Iraqi Soccer Drive; 34114 21st Avenue South; Federal Way, WA 98003. The deadline to send a check is Wednesday, November 14, 2007.

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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