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## **MICHIGAN HIGH SCHOOLS CHOOSE BADEN Baden Sports Designated “Official Volleyball” Baden Offers Introductory Free Ball to Each Program**

**September 30, 2005 – Federal Way, WA** – The Michigan High School Athletic Association (MHSAA) designated Baden® Sports Inc. as the “Official Volleyball” of the MHSAA Finals for the next five years. Not only will the state’s athletes compete using Baden’s **Lexum® 15-0** World Class Gameball, but Baden’s competitively priced, innovative, and exciting custom promotional products will help each member school and their booster programs grow their resources.

Baden Sports, in an effort to provide a smooth transition for schools to the new adopted ball, will provide a free **Baden Lexum® 15-0** Volleyball to each of the 711 high school volleyball programs in the state. The donation value of these balls exceeds \$56,000.00. The free balls represent a unique approach, unmatched by any other ball supplier, to allow the schools to familiarize themselves with the adopted ball. Baden will also supply volleyballs at no charge for the state championship tournaments each year.

MHSAA Assistant Director, Randy Allen stated, “The vision and generosity of Baden will truly benefit our athletic programs. It is rewarding to see the corporate community reach out to our schools. The MHSAA appreciates the support of Baden Sports.”

Michael Schindler, CEO of Baden Sports, Inc. commented, “Providing balls at no charge to each MHSAA 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 associations such as the MHSAA enables more students to participate in the positive activity of athletics.”

Baden’s National Volleyball Manager, Matt Holm knows Michigan high school players and coaches will appreciate Baden’s commitment to the game asserting, “The world class performance of the **Lexum® 15-0** volleyball combines many state of the art advances such as Baden’s patent pending **Total Feel Technology™** and **Stealth Soft-Valve System™**. These ensure unequalled control, playability, and durability.”

The MHSAA 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. State of Michigan coaches on the list include Michigan State University’s Cathy George, Western Michigan University’s Colleen Munson, Eastern Michigan University’s Kim Berrington, Central Michigan University’s Erik Olson, and Madonna University’s Jerry Abraham. Baden products are also the “Official Ball” choice of the Michigan Interscholastic Volleyball Coaches Association, the Michigan High School Football Coaches Association, and the Michigan Association of Christian Schools.

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 as they continue to design and develop innovative products facilitating improved play by athletes of all ages and abilities. At Baden the player is the first priority. No other company comes close to matching Baden’s ball production expertise and value to the game.

For order information on Baden Volleyball and their extensive dealer network, contact Matt Holm, Baden’s National Volleyball Manager at [mholm@badensports.com](mailto:mholm@badensports.com), 253-883-5130, and go to [www.badensports.com](http://www.badensports.com).