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NJCAA SELECTS BADEN SPORTS® AS OFFICIAL SOCCER BALL **Nation's teams to play with Baden's Lexum® Elite SX651 World Class Match Ball**

July 1, 2005 – Colorado Springs, CO – The National Junior College Athletic Association (NJCAA) announced Baden Sports Inc. of Federal Way, WA as their "Official Soccer Ball" provider for the next five years. The two organizations will partner together to provide the NJCAA and its member institutions with competition, camp and practice balls as well as other product and service support for each of the National Soccer Championships and its 335 soccer programs around the U.S.

"We welcome Baden Sports, Inc. to the NJCAA family. Their expertise will allow our soccer programs to play on a daily basis with one of the best balls in the market. Their sensitivity to value will allow our member colleges to reduce ball costs over the term of the contract," said NJCAA Executive Director Wayne Baker.

"Most importantly, this new relationship will allow us to raise the profile of soccer in the United States as well as extend a level of support to our championships unparalleled in the sport at the two-year college level. Several new initiatives are sure to be developed based on Baden's desire to grow soccer in concert with us. This will allow all soccer programs to benefit from this relationship beyond the great ball performance and value we receive from them."

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 by the attention on producing balls designed to consistently enhance the athlete's performance. No other company comes close to matching Baden's innovation and ball production expertise.

Baden's Soccer Category Manager, Todd Tice knows NJCAA players and coaches will appreciate Baden's commitment to the game asserting, "The world class performance of the Lexum® Elite SX651 soccer ball combines Advanced Microfiber Technology, true flight, shape retention, and liveliness ensuring unequalled control, playability, and durability." Baden Director of Marketing and Business Development, Brent Williams states, "Baden's commitment doesn't end with the game ball. Our innovative and exciting promotional and custom products will help each member institution grow their programs. We are excited for the NJCAA to join the **Best Choose Baden™** family."

The Baden agreement will commence immediately and will run through August 31, 2010.

The NJCAA, with 500+ member schools in 42 states, is the national governing body of 15 men's and 12 women's sports over three divisions. Approximately 45,300 athletes compete in one of 24 regions and every year the NJCAA hosts 50 national championships.

For information on this program or to order product, contact Todd Tice, Baden's Soccer Manager at toddt@badensports.com, 253-883-5165, and go to www.badensports.com.

For information on this partnership contact Wayne Baker, NJCAA Executive Director at 719-590-9788, Tim Yount, NJCAA Assistant Executive Director 719-590-9788 x 284, or Brent Williams, Baden Sports Director of Marketing and Business Development at 253-925-0500.