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**BADEN® INTRODUCES THE PERFECT BASKETBALL!**  
**New *Perfection™* Basketball Series Features Revolutionary Design and  
Technology Advances That Will Change the Game of Basketball Forever.**

**August 17, 2004 – Federal Way, WA** – Baden Sports, Inc. continues the tradition of leading the industry in offering top-of-the-line basketballs with the introduction of ***Perfection™***, a new line of history-making basketballs. The balls in the Perfection series represent the first balanced, symmetrical basketballs ever designed or produced. The symmetrical design provides powerful benefits that will enable players to perform at the peak of their abilities.

Coach Pat Summitt of the University of Tennessee said, "I'm always looking for ways to get my players to perform to their highest level and that's what Baden basketballs deliver. The new Perfection™ basketball is a great example of Baden's "Passion for a Better Game™." This ball is truly revolutionary not only in its design, but in the way it can enhance a player's performance by providing a more consistent feel throughout the ball. We're looking forward to playing with Perfection™ in the upcoming season."

Here are the benefits that Perfection's patent-pending innovations bring to players.

**Symmetrical Design and Balanced Panel Widths:** If you look closely at any basketball besides Perfection, you can see that the ball is not symmetrical; neither the two ends of the ball nor the panels' ends mirror each other. Perfection's symmetrical design and balanced panel widths give players a 360° feel throughout the ball and provide greater consistency in shooting, passing, catching, rebounding and ball handling.

**Elimination of 'Channel Cluster':** Basketball players typically rotate the ball before passing or shooting, due to the lumpy, uneven 'channel cluster' on the ends of all other basketballs. That concentration of channel material inhibits ball handling, shooting and dribbling and can cause inconsistent bounce. By spreading out the channels, Perfection balls have 48% less channel material than other basketballs on the ends of the ball, resulting in a more consistent feel for improved ball handling and a more consistent bounce.

**Exclusive Valve System:** The valve on these balls is hidden, which also eliminates bad bounces. There is also special cushioning around the valve to help maintain a consistent feel throughout the ball.

As with all of Baden's other top performance balls, the game balls in the Perfection series also feature:

**Cushion Control Technology (CCT):** The patented CCT used on Baden's game balls changed the way basketballs are made. The CCT consists of thousands of tiny air cells that form a cushioned carcass, providing a softer feel and giving the ball a truer bounce and longer life.

**Advanced Microfiber Technology:** Baden's exclusive advanced ultra microfiber cover helps create the best feeling basketball on the market. The advanced microfiber cover does not absorb moisture, does not get heavy and does not turn dark.

**Reinforced Seams:** The Perfection's reinforced seams are more durable, and eliminate peeling and splitting.

When asked about the new balls, Coach Bob Knight of Texas Tech University said, "Without a doubt, the Baden basketball is the best my team has ever used. However, Baden's new Perfection basketball represents revolutionary change no one had even contemplated. The symmetrical design means players experience a consistent feel anywhere their hands touch the ball. We demand consistency from our players and Baden provides us with a ball that helps them achieve just that. That's perfection in my book."

The Perfection series includes three premium Lexum® game balls with the following team prices: **Lexum Elite** (\$39.95), **Lexum Excel** (\$34.95) and **Lexum Comp** (\$29.95), all available in both men's and women's versions. Baden has a special offer for coaches on the Lexum Perfection Series: buy 5 Lexum game balls and get 1 free. The purchase of 5 Lexum game balls also qualifies the coach for a special price of \$2.95 on custom Camp Balls. Details available by calling 1.877.480.8183 or at badensports.com. The Perfection innovations listed above will be added as new features to all of Baden's game basketballs and to almost all of Baden's basketballs going forward.

## About Baden

Baden Sports, Inc., of Federal Way, Washington, is an independent, family-owned company that has earned a reputation as "the athletic ball expert." Baden entered the athletic ball market in 1979 to address the need for higher quality products. Celebrating its 25th Anniversary, Baden is now the fastest-growing ball company in the world and is renowned for its **PASSION FOR A BETTER GAME™**.

Baden focuses exclusively on designing and producing the finest and broadest range of athletic balls in the industry, which are praised and preferred by some of the most successful coaches in sports, including 800-game winning NCAA Basketball Coaches Pat Summitt and Bob Knight, and NCAA Volleyball Champions and AVCA Coaches of the Year Mick Haley (Div I, USC) and Rich Leunemann (Div III, Washington University). Baden is the executive licensee and exclusive supplier of the Harlem Globetrotters and the Official Ball of the Women's Basketball Hall of Fame.

Through its corporate giving program, Baden supports communities in its own backyard and around the globe. In 2004 Baden was named "Donor of the Year" by World Vision.

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