

FOR IMMEDIATE RELEASE

## Nebraska High Schools Choose Baden

**FEDERAL WAY, Wash. (February 4, 2011)** – Baden Sports is proud to announce that it will become the Official Ball in basketball, soccer, softball and volleyball for the Nebraska School Activities Association (NSAA) beginning in the 2011-2012 school year. Baden will provide balls for all sanctioned NSAA events, including all state championship games.

Deb Velder, Associate Director of the NSAA said: "The Nebraska School Activities Association is looking forward to introducing Baden Sports to our member schools through a ball partnership in volleyball, basketball and soccer. The staff is confident that the schools will be impressed with the products and services that Baden will provide."

In an effort to provide a smooth transition for schools to the newly adopted balls, Baden and the NSAA will provide one free ball to every basketball, soccer, softball and volleyball program in the state. The free balls will be sent to the athletic directors at each NSAA high school in early 2011.

"We are very proud to become the Official Ball of several sports in Nebraska," said Michael Schindler, Baden's CEO. "Our Perfection® series of game balls is the result of many years of researching all aspects of each ball and making adjustments that truly benefit play. We are confident that coaches and players that are new to our balls will be pleased with their performance."

Those interested in learning more about Baden and its products are encouraged to write or call Baden's Sport Category Managers directly.

Sport	Model	Category Manager	Phone	Email
Basketball	BX7E/BX6E	Jerry Hink	866-401-6743	<a href="mailto:brentw@badensports.com">brentw@badensports.com</a>
Soccer	SX751	Todd Tice	800-392-1199	<a href="mailto:toddt@badensports.com">toddt@badensports.com</a>
Softball	2BSFPY	Rusty Trudeau	800-442-1271	<a href="mailto:rustyt@badensports.com">rustyt@badensports.com</a>
Volleyball	VX5EC-213	Jason Sterrett	800-785-9896	<a href="mailto:jasons@badensports.com">jasons@badensports.com</a>

**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." Baden sells its products internationally with distribution centers in Federal Way, Wash. and Louisville, Ky. [www.badensports.com](http://www.badensports.com)

###

**Media Contact:** Marketing Department  
Baden Sports, Inc.  
253-925-0500