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NEWS RELEASE

F O R I M M E D I A T E R E L E A S E

COA and Balle de Match Serve-Up New Partnership

Sacramento, CA . . . The Community College League of California Commission on Athletics (COA) has announced a new partnership agreement with Balle de Mätch. The terms designate Balle de Mätch as the “Official Tennis Apparel Supplier” of the COA and California Community College women and men’s tennis through 2008.

Balle de Mätch, which means “match point” in French, manufactures tennis apparel as well as casual off-court wear, for both teams and individuals.

The agreement offers substantial uniform discounts to COA member colleges. Balle de Mätch will be a prominent sponsor of the California Community College Commission on Athletics Tennis Championships, as well as regional postconference competition. Balle de Mätch will be featured by way of signage rights, public address announcements and print advertising, as well as a wide array of other cause-related marketing efforts.

“To grow our brand, one of our four strategic initiatives is to focus on the ever increasing Team market”, said Balle de Mätch CEO John Embree. “Because we are California (Orange County) based, it is also crucial that we be strong in our own backyard. Toward that end, it made sense for us to partner with the governing body of Athletics for the network of California Community Colleges in an effort to support their tennis programs across the state. We are thrilled to be associated with the COA and to get Balle de Mätch Tennis Wear worn by as many teams as possible.”

About Balle de Mätch:

Balle de Mätch, founded in 1992, is a company of young, sports-minded individuals distinguished by their passion for extraordinary tennis wear. Balle de Mätch has come a long way, but never strayed from the original mission of making comfortable, great-looking tennis apparel geared towards the avid and professional player. To learn more about Balle de Mätch, visit www.ballematch.com.

About the COA:

The Community College League of California Commission on Athletics (COA) is a non-profit organization per IRC Section 501 (c)(3). As authorized by the State Legislature, the Education Code provides the COA the opportunity and authority to establish the rules and regulations to administer the athletic activities of the nearly 25,000 student athletes at California's community colleges. To view the latest news, information, and updates of all 23 COA-sanctioned sports, visit www.coasports.org.

COA