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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

CCCAA Announces New Partnership with Penn Racquet Sports

Sacramento, CA . . . The California Community College Athletic Association (CCCAA) today announced a new partnership with Penn Racquet Sports. Penn has been named the official tennis ball of the CCCAA and California community college tennis through the year 2010.

Penn will provide the ATP Tennis Ball as the official ball to the CCCAA regional and state tennis championship tournaments for the next three years.

"We're excited about the opportunity to support the CCCAA. We've been affiliated with the best events and players in the game for years, so this is a natural fit," said Greg Mason, Senior Director of Sales for Penn Racquet Sports.

The CCCAA hosts forty-eight (48) women's tennis teams and forty-four (44) men's tennis teams in eight (8) conferences throughout California. Under the terms of the agreement, Penn is entitled to print and venue advertising at the COA regional and state tennis championships, and year-round exposure through a variety of additional cause-related marketing efforts.

"The CCCAA is truly pleased to welcome Penn to our family of supporters and partners," said COA Executive Director Carlyle Carter. "Penn's high quality ball and dedication to customer service and the needs of today's tennis athlete were instrumental in the CCCAA's decision to partner with this fine company."

Tennis Warehouse will serve as the official distribution center for Penn to CCCAA colleges. Orders may be placed by visiting www.tennis-warehouse.com/team or by calling 1.888.466.1188.

About HEAD Penn

HEAD Penn Racquet Sports is a division of HEAD NV which owns such premier sporting goods brands as HEAD (tennis, racquetball, and squash racquets; alpine skis and boots; snowboards, bindings and boots; athletic and outdoor footwear; accessories and apparel), Penn (tennis balls and racquetball balls), Tyrolia (ski bindings), Mares and Dacor (both scuba diving equipment). HEAD is the #1 selling tennis racquet brand in Europe and #2 worldwide. Penn is the only tennis ball manufactured in the USA and holds the status of America's #1 selling tennis ball and the World's #1 selling racquetball. Penn is the official ball of the ATP Masters Series and other major international tournaments.

About the COA

The California Community College Athletic Association (CCCAA) is the name of the membership organization operating under the jurisdiction of the Community College League of California Commission on Athletics (COA), a non-profit organization per IRS Section 501 (c)(3). The California Community College System is the single largest educational system in the world, serving over 2.5 million students annually, representing one-third of all community college students in the United States. The COA establishes 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.