



Spalding Signs Jimmer Fredette, Mario Chalmers and Chris Singleton as Brand Ambassadors

Basketball Players Jimmer Fredette, Mario Chalmers, and Chris Singleton Will Also Wear New Spalding Signature Shoe

BOWLING GREEN, KY (March 06, 2012) – Spalding, the world’s largest basketball equipment supplier and one of the most iconic sports brands in the world, today announced Sacramento Kings’ rookie Jimmer Fredette, Miami Heat guard Mario Chalmers and Washington Wizards’ rookie Chris Singleton have entered into marketing and promotional agreements with the brand. In addition to supporting Spalding’s existing basketball and equipment product line, the three athletes will also support the launch of a new licensed shoe and lifestyle apparel line that further expands the brand’s consumer footprint.

As part of the brand’s 2012 campaign, the trio of rising stars will appear in digital and print advertising as well as in-store signage. They will also wear the new Spalding signature shoe during game time. The three also join Boston Celtics forward Paul Pierce, a long-standing Spalding ambassador of basketballs and equipment.

“This is a very exciting day for Spalding as we welcome these three outstanding players to the Spalding team,” said Gary Barfield, executive vice president, Russell Brands, LLC, the parent company of Spalding. “Every basketball player, from the casual player to the super star athlete, has experienced the quality of the Spalding brand through our basketballs and equipment, and now, with the help of these players, they will get to expand that experience into the shoes and apparel they wear when they play the game.”

The competitive basketball shoe, produced by Mercury International, a leading provider of footwear sourcing solutions, through a licensing agreement with Spalding, will arrive at sports specialty and online retail stores, including select Finish Line stores, finishline.com, dickssportinggoods.com, West-coast based Shiekh stores and others, for Spring 2012. The launch campaign will be supported by a large grassroots and viral awareness program, combined with traditional point of purchase and media buys which will give the consumer a complete basketball experience, from equipment to footwear and apparel.

Jimmer Fredette was the NCAA’s leading scorer and last season’s Naismith Player of the Year during his All-American senior year at Brigham Young University; his debut was highly anticipated as he was one of the most talked about players in the NCAA last season. Mario Chalmers has emerged as a floor leader since beginning his professional play in 2008 after a standout career at the University of Kansas that concluded with an NCAA Championship in the 2007-08 season. Chris Singleton arrived on the professional stage with credits as the back-to-back ACC Defensive Player of the Year in 2010 and 2011 while at Florida State.

“We are very pleased to announce that three young rising stars in the game, Jimmer Fredette, Mario Chalmers, and Chris Singleton, will be key members of our team,” Barfield added. “Not only are these players exciting to watch on the court, but they share Spalding’s values of teamwork, determination and

all that is true to the game. They will help showcase Spalding and help us lead an even larger consumer audience to be part of Spalding's tradition of innovation."

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About Spalding

A Division of Russell Brands, LLC, Spalding is the largest basketball equipment supplier in the world, and America's first baseball company. Spalding is the official basketball of the National Basketball Association (NBA) and Women's National Basketball Association (WNBA), the official backboard of the NBA and NCAA, the official baseball of the Little League World Series, the official volleyball of the King of the Beach Volleyball Tour and the official football of Pop Warner. In addition to being the leading producer and marketer of basketballs, footballs, volleyballs and soccer balls, Spalding produces softballs under the Dudley brand. The SPALDING® and DUDLEY® trademarks are owned by Russell Brands, LLC. For more information, visit www.spalding.com.

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