

**FOR IMMEDIATE RELEASE**

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Worth Sports® Renews Status as Official Softball of the NCAA® Championships

ST. LOUIS, MO - July 14, 2010 – Worth Sports® is pleased to announce it will continue its role as the Official Softball of NCAA® Division I, II and III Championships. The newly renewed contract will remain active thru June 2013.

“Both Worth and the NCAA remain dedicated to providing collegiate student-athletes with the tools they need to succeed on the field,” said Mike Thompson, Senior Vice-President, Marketing. “We truly value our long-standing partnership with the NCAA and look forward to bringing our latest product technologies and innovations to collegiate softball.”

“Bringing Worth into the NCAA softball fold a number of years ago has proven to be an excellent decision for everyone so the NCAA is thrilled to extend our agreement and keep Worth on the field and in the hearts and minds of student-athletes and fans alike,” said Peter Davis, Director of Corporate Alliances for the NCAA. “Worth has very positively impacted NCAA softball and we look forward to the opportunities that our partnership will continue to provide well into the future.”

Worth, a Jarden Corporation brand, manufactures a complete line of NCAA softballs made to the highest industry controls for training, practice, and official game use. The official NCAA game ball, model NC12L, features a superior ProLeather cover creating better grip and control, patented raised seam technology for a long-lasting higher stitch, and C-LOK™ adhesive/moisture barrier technology, offering a longer lasting and more consistent COR.

About the NCAA®

The NCAA® is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletics opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA Championships in Divisions I, II and III sports. Visit NCAA.org and NCAA.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions — AT&T, Capital One and Coca-Cola — and the following elite companies as official Corporate Partners — Enterprise, The Hartford, Hershey's, LG, Lowe's, Planters, State Farm and UPS.

**FOR IMMEDIATE RELEASE****About Worth Sports:**

Worth Sports® is a leading marketer and manufacturer of softball and baseball equipment and part of the Jarden Corporation portfolio of brands. Worth is the official softball of the NCAA® and NAIA® softball championships. Worth is the official helmet and an official bat of National Pro Fastpitch. Worth is also the official bat and ball of USSSA. For more information, please visit www.worthsports.com, find us on [Facebook](#), or by phone at (314) 819-2800.

About Jarden

Jarden Corporation is a leading provider of niche consumer products. Jarden operates in three primary business segments through a number of well recognized brands, including: *Outdoor Solutions*: Abu Garcia®, Berkley®, Campingaz® and Coleman®, Fenwick®, Gulp!®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Volkl®, and Zoot®; *Consumer Solutions*: Bionaire®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and *Branded Consumables*: Ball®, Bee®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Forster®, Hoyle®, Kerr®, Lehigh®, Leslie-Locke®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden has over 25,000 employees worldwide. For more information, please visit www.jarden.com.