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Introducing the New Official NBA Game Ball by Spalding.

Throughout our 24-year partnership, the National Basketball Association and Spalding have shared a passion for the game. Since 1983, the NBA has entrusted Spalding to equip the world's elite players with the best performing product.

As part of our continued commitment to performance, the NBA and Spalding are pleased to announce the adoption of the new Official NBA Game Ball beginning with the 2006-07 season. This new ball, a result of years of research and development, is the most technologically advanced ball in the market. Featuring Cross Traxxion™ technology, the ball delivers enhanced grip, feel and consistency.

Cross Traxxion™ technology is a marriage of revolutionary design and breakthrough material. The interlocking 2-panel design has $\frac{1}{8}$ less channel area for more material coverage and better grip. The patented microfiber composite material provides true moisture management throughout the course of a game.

The Official NBA Game Ball by Spalding will be the only basketball used during all NBA games, practices and events.




SPALDING
TRUE TO THE GAME™



New Official NBA Game Ball by Spalding.

The Most Technologically Advanced Ball on the Market.

The New Game Ball delivers high performance and enhanced playability for the world's best players. Cross Traxxion™ technology is the combination of revolutionary design and breakthrough material that together provide better grip, feel and consistency.

Cross Traxxion™ Technology

- Patented 2-Panel Interlocking Cross Design
- Hydrophilic Moisture Management System

New Official Game Ball Graphics

Distinctive NBA-Heritage Orange Tone



Cross Traxxion™ Technology

A Union of Design and Material



Design

Interlocking Cross Panel Construction

- 2 Cross-Shaped Panels Result in $\frac{1}{3}$ Fewer Channels (*traditional basketballs have 8 oblong panels*).
- Less Channel Area Allows for More Material Coverage and Enhanced Grip.
- Elimination of Channel Convergence Decreases Surface Undulation for a Truer, More Consistent Bounce.

CROSS  TRAXXION

Cross Traxxion™ Technology

A Union of Design and Material



Moisture Contacts Ball



Moisture Spreads Evenly



Evaporation Occurs

Material

Hydrophilic Moisture Management System

- Patented System Spreads Moisture Evenly Across Ball Surface for Rapid Evaporation.
- Inherent Material Characteristics Provide Superior Grip and Control Throughout the Course of a Game.
- Exclusive Microfiber Composite Offers Exceptional Feel.



Spalding and the NBA

Scoreboard

Spalding Innovations:

1894 - A. G. Spalding & Bros. invent the basketball (soccer ball was used prior)

1937 - Laces removed from the ball

1983 - Spalding designated Official NBA Game Ball supplier

1992 - Composite material introduced

2001 - Spalding INFUSION basketball with built-in pump introduced

2005 - Spalding NEVER FLAT Basketball introduced

2006 - Introduction of NEW NBA Game Ball with Cross Traxxion™ Technology

Basketball Facts:

• A Spalding basketball has been bounced more than 40 million times during NBA games.

• Over 5 million points (5,084,800) in over 25,000 regular season NBA games (25,079) have been scored using a Spalding ball.

• 167,847,043 – Number of basketballs placed side by side it would take to span the earth's circumference.

• Over 5,000 points (5,607) have been scored in 22 NBA All-Star games.

• 2,250 – The total number of new balls the teams will receive for the 2006-07 season.

• At the pace of one bounce every two seconds, you can bounce the ball 1,440 times in a 48-minute game.

• Basketball is the most played team sport in the U.S. with more than 32 million people playing in 2005.

• In 2004, almost 8 million people said that basketball was their favorite sports activity, far exceeding the number of people who said any other team sport.

• 450 million people participate in basketball worldwide.

• **Basketball Specs**

- Circumference of the OFFICIAL GAME BALL: 29.5"
- Diameter of the official game ball: 9.4"
- Radius of the official game ball: 4.7"

Every NBA player will receive a custom laser-engraved ball with his name on it. Each team will receive an advance of 15 balls from its season allotment, and the ball will also be used in Summer Leagues. To coincide with tip-off of the 2006-07 season, the ball will be available for sale on October 31 at major sporting goods outlets as well as the NBA Store and NBAStore.com. Consumers can reserve a new ball online now at the NBA Store.com for delivery at the start of the season.