



PRESS RELEASE

## Russell Athletic Renews Sponsorship with WBCA

ATLANTA, Ga. (June 12, 2002) -- Russell Athletic (NYSE: RML) has renewed its partnership with the Women's Basketball Coaches Association (WBCA) for another three years through 2005.

Russell Athletic will remain the sponsor of the Russell Athletic/WBCA Coach of the Year and Victory Club Awards, as well as an Official Sponsor of the WBCA National Convention and the Official Sponsor of the WBCA National Convention Registration, all held annually in conjunction with the NCAA Division I Women's Basketball Championship. Additionally, Russell Athletic will become the Official Apparel of the WBCA Staff and will share profits from co-branded apparel found at [www.wbca.org](http://www.wbca.org).

"Our renewed sponsorship with the WBCA demonstrates Russell Athletic's commitment to increasing our share of the women's market," said Rishal Staniel, director of marketing strategy and women's sports at Russell Athletic. "We are honored to continue our recognition of women's basketball coaches for the critical role they play in the lives of the athletes."

The Russell Athletic/WBCA Coach of the Year Award is presented to one coach in each major collegiate division, including NCAA Divisions I, II and III, NAIA, Junior College/Community College, and high school.

The Russell Athletic/WBCA Victory Club Awards recognize coaches that reach career milestones during the basketball season. Among last year's recipients, Wanda Bender received a Victory Club Award for earning her 900th victory at Pearsall High School in Pearsall, TX, and Sylvia Hatchell was recognized for winning her 600th game at the University of North Carolina.

"Our Russell Athletic partnership will help lead women's basketball, and the coaching profession, to the next level for years to come," said Beth Bass, chief executive officer of the WBCA.

### ABOUT RUSSELL ATHLETIC TEAM SPORTS

Russell Athletic is the world's largest supplier of team uniforms. A division of Russell Corporation, Russell Athletic is the Official Uniform Supplier to 15 Major League Baseball teams, outfits over 100 D-1 college teams, USA Baseball and the United States Professional Volleyball league, and is the Official Uniform of Little League Baseball. Additionally, Russell Athletic is an Official Sponsor of the Women's Basketball Coaches Association (WBCA), the American Baseball Coaches Association (ABCA) and the National Fastpitch Coaches Association (NFCA). For more information about Russell Athletic, visit [www.russellathleticteamsports.com](http://www.russellathleticteamsports.com).

## ABOUT THE WBCA

Founded in 1981, the WBCA promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game in all of its aspects as an amateur sport for women and girls. For more information about the WBCA, please visit [www.wbca.org](http://www.wbca.org).