



PRESS RELEASE

Union University Coach Named RUSSELL ATHLETIC/WBCA NAIA Coach of the Year

ATLANTA, Ga. (March 16, 2004) -- RUSSELL ATHLETIC and the Women's Basketball Coaches Association (WBCA) have selected Coach Mark Campbell of Union University, as the 2004 RUSSELL ATHLETIC/WBCA NAIA Coach of the Year. Campbell becomes the 20th coach in history to receive this accolade, which has been selected by the WBCA since 1985.

In his fifth year as head coach of the Lady Bulldogs, Campbell has already made school history. Last season, he led the team to the most regular season victories in the program's history with 30 wins. The team went on to win the program's seventh consecutive conference title. This year's team has claimed TranSouth Conference co-champion honors, and is a No. 2 seed in the upcoming NAIA Tournament. Campbell was an assistant coach with the Union men's basketball before heading the women's program.

"RUSSELL ATHLETIC congratulates Coach Mark Campbell of Union University, the 2004 RUSSELL ATHLETIC/WBCA NAIA Coach of the Year," said Rod McGeachy, Vice President of Marketing. "We respect the commitment that all coaches make to their team and their sport and we at RUSSELL ATHLETIC are proud to be associated with this special achievement in Coach Campbell's life."

Campbell is one of six WBCA National Coaches of the Year selected by the Association, which also names winners for each of the other four WBCA collegiate divisions (NCAA Divisions I, II, and III and JC/CC) and High School. Each collegiate winner is selected through a two-level process. The first level is by region, in which coaches from each WBCA geographical region vote for their respective top coach. Campbell, having received the most votes in WBCA Region Seven, advanced as a finalist to the national level of the selection process along with the other six Regional Coaches of the Year in NAIA.

Campbell and the national winners from the other five divisions will be presented to the WBCA membership at the RUSSELL ATHLETIC/WBCA Coach of the Year Banquet on Tuesday, April 6 at 12:00 p.m., at the New Orleans Marriott. The banquet is part of the 2004 WBCA National Convention, held in conjunction with the NCAA Division I Women's Final Four in New Orleans, Louisiana.