



PRESS RELEASE

WBCA Announces Renewal With State Farm, Jostens and BTI – Welcomes New Balance

ATLANTA, Ga. (April 20, 2004) -- The Women's Basketball Coaches Association (WBCA) recently announced its renewed partnership with State Farm Insurance, Jostens, and Basketball Travelers, Inc., in addition to welcoming New Balance as a sponsor of the 23-year old organization.

"We are extremely pleased to have each of these companies and great advocates of women's athletics to support the WBCA," said WBCA CEO, Beth Bass. "Through their sponsorship, it has afforded women's basketball and our organization great exposure and growth in the sport's community."

During the State Farm Wade Trophy presentation on April 3, 2004 in New Orleans, LA, State Farm Insurance Vice President of Marketing, Pam El announced a five-year renewal with the WBCA. The No. 1 car and home insurer in North America, State Farm is the proud sponsor of the State Farm Wade Trophy and State Farm/WBCA Players of the Year. State Farm also offers financial services products through State Farm Bank[®]. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 21 on the Fortune 500 list of largest companies.

"We are pleased to continue this partnership with the WBCA in honoring student-athletes," said El. "State Farm continues to be the leader in supporting women's athletics and this renewal confirms our commitment and our belief that little girls have big dreams too."

A leading provider of products, programs and services that help people celebrate important moments of athletic champions and their fans, Jostens has signed a three-year extension with the WBCA.

Jostens is the sponsor of the Jostens-Berenson Service Award, named in honor of the late Senda Berenson, who in her role as a physical education instructor at Smith College in Northampton, Mass., introduced "basketball" to her female gym students in 1892. The award is given to an individual who has exhibited a great commitment of service to the game of women's basketball.

"Jostens is very pleased to extend its relationship with the WBCA through 2006," added Sports Marketing Director John Abel. "We treasure our partnership and sincerely appreciate the support of the membership over the years."

Basketball Travelers Inc., (BTI) has organized countless domestic and international

basketball competitions among the top high school and collegiate basketball programs in the nation to help advance the growth and popularity of basketball worldwide. BTI will continue to exhibit its support of women's basketball through their promotion of the WBCA Classic through 2008.

The 2004 event will mark the third time BTI has presented the WBCA Classic, which will be held at the University of Washington on November 11–15.

BTI Executive Director, Nels Hawkinson says, "Our partnership with the WBCA has been nothing short of remarkable. Our two organizations share very similar objectives and thus our relationship is mutually beneficial." Hawkinson continues to say, "Basketball Travelers is delighted to join with the WBCA in its efforts to increase the visibility and development of women's basketball around the world."

The WBCA also welcomes aboard another leading athletic brand: New Balance has agreed to a three-year partnership through the 2006 WBCA National Convention in Boston, Mass., where the athletic shoe company is based. New Balance officially joined as a partner this April in New Orleans during the 2004 WBCA National Convention.

"New Balance is proud to team up with the Women's Basketball Coaches Association," says Brooke Davis, Marketing Promotions Associate at New Balance. "Considering New Balance's team initiative, the partnership makes sense in that it gives us access to a large network of coaches and enhances the New Balance women's team basketball program. The relationship not only allows us to elevate our presence during the WBCA Convention in April, but also provides the opportunity to connect with coaches year-round."