



PRESS RELEASE

## WBCA and Kodak Continue the Longest Sponsorship in Women's Athletics

ATLANTA, Ga. (January 21, 2005) -- The Women's Basketball Coaches Association (WBCA) and Eastman Kodak Company recently extended their partnership through 2007. The agreement extends Kodak's three decades of sponsorship of women's intercollegiate basketball.

Since 1975, Kodak has been the title sponsor of the prestigious Kodak/WBCA All-America Team for NCAA Division I, which honors the ten best collegiate women's basketball players in the nation. The program recognizes the nation's top players and promotes the sport. In 1983, Kodak extended its support of women's basketball with the sponsorship of All-America Teams for all divisions: NCAA Division II, III, National Association of Intercollegiate Athletics (NAIA), and Junior Colleges/Community Colleges.

Terms of the sponsorship were not disclosed.

"For the past 30 years Kodak has been proud to recognize the accomplishments of these student-athletes and the positive recognition they bring to their schools, their communities and the game," said Bud Denker, Director and Vice President, Brand & Market Development at Kodak. "Kodak is in the business of helping people capture and share memories. It is gratifying for us to help honor these student-athletes whose highlights have thrilled us for the past 30 years. We are delighted to partner with the WBCA to celebrate the best in women's college basketball."

Among those selected to the Kodak/WBCA All-America Team over its 30-year span include basketball legends such as: Ann Meyers (1975-1978), Nancy Lieberman (1978-1980), Lynette Woodard (1978-1981), Cheryl Miller (1983-1986), Teresa Edwards (1985, 1986), Dawn Staley (1990-1992), Sheryl Swoopes (1992, 1993), Lisa Leslie (1994), Sue Bird (2002), and Diana Taurasi (2002-2004).

"We are extremely delighted to maintain the longest tenure in sports sponsorship for women's athletics," said WBCA CEO Beth Bass. "Kodak and the WBCA will certainly have a mark in the women's basketball record books. It is a relationship we look forward to sustaining for years to come."

The Kodak/WBCA All-America Team program has also inspired and touched the lives of many through its affiliation with the Special Olympics. Each year, the Kodak/WBCA All-America Team for NCAA Division I participates in youth basketball clinics facilitated by the Special Olympics during NCAA Women's Final Four® festivities.

The Kodak/WBCA All–America Teams are named upon the conclusion of the women's basketball season. The teams are recognized at the Annual WBCA National Convention held in conjunction with the NCAA Women's Final Four®.

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 [WBCA.org](http://WBCA.org).