



PRESS RELEASE

## Werner Ladder to Host "Shootaround with Beth & Debbie" Live Show at WBCA National Convention

ATLANTA, Ga. (March 24, 2010) -- The Women's Basketball Coaches Association (WBCA) is pleased to announce its partnership with Werner Ladder, Corporate Teammate of the WBCA. For the second consecutive year, Werner Ladder will be the presenting sponsor of the live show of "Shootaround with Beth and Debbie®" which will take place in San Antonio, Texas, on Friday, April 2, 2010, in conjunction with the 2010 NCAA® Women's Final Four®.

"Shootaround with Beth and Debbie" is a ground-breaking podcast committed to talking about women's basketball every week on the national level at [www.wbca.org](http://www.wbca.org). The live event, hosted by the highly-respected announcing tandem Beth Mowins and Debbie Antonelli, will be an entertaining gathering for coaches and fans of women's basketball. The show, which will take place in the Marriott Rivercenter Salon E at 9:30 p.m. CT, will feature insightful commentary, news, interviews, and most definitely a few laughs.

"We are ecstatic to have Werner Ladder return to present our 'Shootaround with Beth and Debbie' live show," said WBCA CEO Beth Bass. "This show has become a favorite at our National Convention, and our membership and fans truly appreciate Werner Ladder helping to make the event possible."

Werner Ladder, recognized as the "Official Ladder of the 2010 NCAA® Basketball Championships," is most recognized during the tournament as the ladder used during the traditional net-cutting ceremony following the national championship basketball game.

Earlier this season, the University of Connecticut head women's basketball coach and WBCA president, Geno Auriemma, was presented with the two ladders used to cut down the 2009 championship nets during halftime of the Huskies' season opener against Northeastern University on November 14, 2009.

Auriemma autographed both ladders, which have since been auctioned off; one auction took place on-air by Connecticut Public Television and the other was bid upon during The UCONN Club Fundraising event held January 30, 2010.

To learn more about Werner Ladder's involvement, visit <http://riseabove.wernerladder.com/>

About Werner Co.

Werner Co. is the world's leading manufacturer and distributor of ladders, climbing

equipment and ladder accessories for Werner, Green Bull, Keller, and other licensed brands. Backed by over 50 years of product innovation, Werner leads the industry with its commitment to the design and manufacture of quality products that meet or exceed applicable Occupational Safety and Health Administration (OSHA) and American National Standards Institute (ANSI) codes and standards for strength and structural integrity. Werner is headquartered in Greenville, Pennsylvania. For more information about Werner Co., please visit [www.wernerladder.com](http://www.wernerladder.com).

#### About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletics opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit [www.NCAA.com](http://www.NCAA.com) for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions – AT&T, Capital One and Coca-Cola – and the following elite companies as official Corporate Partners – Enterprise, The Hartford, Hershey's, LG, Lowe's, Planters, State Farm.