



Ektelon Named Official Ball of New Jersey Amateur Racquetball

Bordentown, NJ, August 7, 2009 - Ektelon is proud to announce that the NJAR (New Jersey Amateur Racquetball) is the latest state racquetball association to sign an Official Ball agreement with the global racquetball leader. The three year deal was finalized following a NJAR Board meeting including testing of all industry balls. Ektelon adds NJAR to a growing list of states that include the No. 1 (Texas) and No. 2 (California) member states in USRA - joining Washington, Montana, Virginia and North Carolina as states playing exclusively with the Ektelon ball.

As part of the agreement with the NJAR, the organization will use all Ektelon ball types in their sanctioned tournaments, highlighted by the Ektelon Classic.

“NJAR and our players are excited to be partnered with Ektelon as we work together to continue to grow the sport at every level in New Jersey” said incoming NJAR President Aimee Ruiz. “The NJAR Board tested every ball in the sport in determining the best for our players and that was Ektelon” continued Ruiz.

Currently, the Ektelon ball line consists of three ball types, making it simple to understand which ball type is best suited for different levels of play, court environments and overall preference.

Fast = Classic: A lighter, softer compound is used to reduce arm shock and lower bounce for maximum control. Classic balls are black in color for high visibility on indoor court walls and perfect for players looking for a slightly slower-moving, easy-to-see, low-bouncing ball. The Classic allows players more time to set up on shots and is the official ball of the MRF, NMRA and CPRT.

Faster = Premium Select: The #1 seller in the Ektelon line, Premium Select balls come in the popular blue color and deliver a traditional speed and lightweight, crisp feel ideal for a wide population of players.

Fastest = Fireball: The fastest balls in the sport, Fireballs are easily identified by their unique, highly visible hot red color. Made of a reinforced compound for maximum durability, Fireballs are ideal for outdoor as well as indoor play

and best suited for players who want the hottest ball in the sport. The Fireball is the official ball of the WPRO and WOR and WFRA.

"We are excited to have NJAR join the many states who have chosen to play all their sanctioned events with our ball" commented Scott Winters. "Ektelon, based in New Jersey is proud to be involved with NJAR who are working to grow the sport from juniors to players of all ages" continued Winters.

About Ektelon

Based in Bordentown, New Jersey, Ektelon is a division of Prince Sports, Inc. Ektelon has enjoyed the longest, most successful reign of dominance in the sport of racquetball. Ektelon's heritage includes some of the top players in the sport's history including former No. 1 players Mike Yellen, Dave Peck, Ruben Gonzalez, Rhonda Rajisch and Rocky Carson and current world No. 1 Paola Longoria. In addition, Ektelon has introduced more revolutionary technologies and programs to the sport than any other company. Ektelon innovations include oversized racquetball racquets, the Racquet Taper System (RTS), Power Ring® racquets and Total Racquet Customization, VisionGrip and O³ among others. For more information please contact us at 800-283-2635 or log onto our website at www.ektelon.com.

About Prince Sports, Inc.

Prince Sports, Inc, based in New Jersey, is a company of racquet sports enthusiasts whose goal is to create cutting edge, functional and technically advanced products that deliver performance benefits for avid players. The Company's portfolio of brands includes Prince (tennis, squash and badminton), Ektelon (racquetball) and Viking (platform/paddle tennis). The Company has a history of innovation including inventing the first "oversize" and "longbody" racquets, the first "Natural Foot Shape" tennis shoe, the first "synthetic gut" string and the first electronic ball machine. Today, Prince markets leading technologies in racquets (EXO³), string (Recoil), footwear (Precision Tube Technology) and apparel (Aerotech). It has operations on three continents with distribution in over 100 countries. For more information on players, products or programs please visit www.princesports.com.

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