

FOR IMMEDIATE RELEASE

## Reebok Named Official Bat Supplier of CollClubSports

# Reebok

Pittsburgh, PA. – October 4, 2011 – CollClubSports has agreed to terms with Reebok International Ltd. to make Reebok the Official Baseball and Softball Bat Supplier of CollClubSports through the 2014 season.

Every NCBA member team will receive two free BBCOR certified Reebok bats per season for the duration of the agreement. For the 2012 NCBA season, all NCBA member teams will receive one Vector-O and one Vector-1 bat. Additional bats can be purchased at exclusive NCBA pricing by contacting CollClubSports President Sandy Sanderson at [Sandy.Sanderson@CollClubSports.Com](mailto:Sandy.Sanderson@CollClubSports.Com) or by phone at (412) 321-8440 x100. NCSA teams looking to order softball bats can also receive exclusive pricing on bats by contacting Sandy at the above phone number.

A great deal of time and effort was put forth researching the various bat options on the market before the final decision to go with Reebok was made. On two separate occasions, a group of NCBA staff members and players took batting practice to test out the various bats, and the performance of Reebok's product spoke for itself.

"The Reebok bats were very comfortable to swing," said 2011 Longball Challenge Champion Max Hegedus of Pitt. "I usually don't like to just pick up a new bat but they were definitely some of the easiest bats to get acclimated to that I've tried."

"I thought they hit very similarly to the BESR's we used this past year," added Hegedus. "Although the sweet spot seemed slightly smaller than a BESR bat it was as big on the Reeboks as any BBCOR bat available."

In 2011, swinging Reebok bats exclusively, Mercer College finished third in total home runs among all NCAA teams. Compared to most teams, the 80 home runs hit by Mercer College during the 2011 season using Reebok's BBCOR bats was a minimal drop-off from the 90 home runs they hit the previous season using BESR bats.

In addition to being the Official Baseball Bat of the NCBA, Reebok will be the Title Sponsor for the Reebok Home Run Challenge for each of the next three seasons. The Reebok Home Run Challenge, held at the NCBA Division I World Series, is a home run derby featuring 16 of the NCBA's best sluggers from throughout the country. Reebok give-away items will be distributed to fans in attendance and a Reebok Representative will be on site to throw out the first pitch at the event.

"Reebok has always been synonymous with sports," said CollClubSports President Sandy Sanderson. "Whether it's footwear, apparel, or equipment, they have dedicated themselves to providing cutting edge sporting goods to teams and individuals globally. After hearing the feedback from our players on the performance of the Reebok bats, it was clear that this was the company for us to partner with. I'm excited to have the CollClubSports name in the company of the NFL, NHL, and others who rely on Reebok to provide their athletes with the best products on the market."

"Reebok is excited to partner with CollClubSports on our baseball bats," said Reebok Director of Team Sales Rob Plunkett. "The NCBA gives us a strong avenue to get our bats into the baseball community. With the Reebok O-Technology, we feel we offer a distinct competitive advantage with our BBCOR bats vs. the competition. The O-Technology gives our bats less drag, which results in faster bat speed. We look forward to a long lasting partnership."

**Peter Chalfin**  
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