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Rawlings, Gold Sport Collectibles and Major League Baseball Unveil 24K Gold Leather Official Baseball for 2011 State Farm Home Run Derby

New 24-karat gold infused leather ball set to debut during Monday's State Farm Home Run Derby in Phoenix Live on ESPN

New York, NY – July 7, 2011 – Rawlings Sporting Goods Company, Inc., Gold Sport Collectibles and Major League Baseball Properties® today unveiled the new, special edition “gold ball” for the 2011 State Farm Home Run Derby in Phoenix, Monday, July 11 at 5:00 p.m. PT/8:00 p.m. ET live on ESPN. The authentic baseball, featuring one leather panel infused with actual 24-karat gold leather crafted by Rawlings and Gold Sport Collectibles, will be thrown to each Derby participant once he reaches the final out of each at bat.



Rawlings, the Official Baseball Supplier of Major League Baseball, previously introduced the 24-karat gold leather baseballs produced in partnership with New York City-based Gold Sport Collectibles. This is the first time a league-standard baseball made with 24-karat leather will be featured as the official gold ball for the State Farm Home Run Derby. For each “gold ball” home run hit during the State Farm Home Run Derby, Major League Baseball and State Farm will combine to donate \$18,000 to Boys & Girls Clubs of America.

“This continues Rawlings’ push to set the ‘gold’ standard across all product lines,” said Mike Thompson, Senior Vice President of Marketing for St. Louis-based Rawlings, a subsidiary of Jarden Corporation (NYSE: JAH). “With our friends at Gold Sport Collectibles, we believe this is a piece of baseball memorabilia collectors worldwide will want for their own displays, and fans sitting in the outfield seats will scramble to catch during the upcoming State Farm Home Run Derby.”

The proprietary and 100% environmentally-friendly technology fills the leather with 24-karat gold yet leaves the leather feeling soft and untreated. Derby participants will not feel any difference hitting the gold-infused baseballs compared to the baseballs used during the season.



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“We are always looking to raise the bar and find new ways for our fans to get excited about baseball,” said Howard Smith, Senior Vice President of Licensing, Major League Baseball. “When Rawlings brought this technology to us and we determined the integrity of the ball was maintained, it was immediately a no-brainer for us.”

“By applying this gold infusion technology to a league standard ball, we are able to bring a unique element to the State Farm Home Run Derby that has never been possible before,” said Stefano Ongaro, senior vice president of marketing and product development for Gold Sport Collectibles. “Having a real 24-karat gold leather ball used as the official gold ball will be a truly exciting experience for fans and players alike.”

Rawlings and Gold Sport Collectibles will sell the 24-karat gold leather State Farm Home Run Derby baseballs through its authorized dealer network in the U.S. and Canada, and online at www.goldsportcollectibles.com and MLB.com. The balls will also be available in Phoenix at MLB All-Star FanFest. Each ball retails at \$149.99 and includes a display case and an official certificate of authenticity. For fans that catch one of these baseballs during the State Farm Home Run Derby, Rawlings will provide them with a specially designed case to display this rare collectible.

About Rawlings

Rawlings Sporting Goods Company, Inc. is a leading manufacturer and marketer of sporting goods in the United States. Since the company’s inception in 1887, Rawlings’ mission has always centered on enabling participation by developing and producing innovative, high-performance equipment and protective apparel for the professional, amateur and entry-level player. With an assortment of baseball, basketball, football and softball game-related product lines, Rawlings is present everywhere team sports are played. Leagues and conferences of all skill levels integrate Rawlings’ unparalleled product portfolio into their sports: as the Official Baseball Supplier and Official Helmet of Major League Baseball®, the official baseball for the NCAA®, the official football for the NAIA®, the official basketball for the NAIA, NJCAA® and AAU®, and the approved baseball, basketball, football and softball of the National High School Federation®. For more information, please visit rawlings.com, Rawlings’ [Facebook page](#) or by phone at (314) 819-2800.

About Jarden Corporation

Jarden Corporation is a leading provider of niche consumer products. Jarden operates in three primary business segments through a number of well recognized brands, including: *Outdoor Solutions*: Abu Garcia®, Aero®, Berkley®, Campingaz®, Coleman®, Ex-Officio®, Fenwick®, Gulp!®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Völk® and Zoot®; *Consumer Solutions*: Bionaire®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and *Branded Consumables*: Ball®, Bee®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Forster®, Hoyle®, Kerr®, Lehigh®, Leslie-Locke®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden has more than 24,000 employees worldwide. For more information, please visit www.jarden.com.

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