



THE MARKET

From Major League Baseball ballparks to neighborhood sandlots across the country, Rawlings is everywhere baseball is played.

With its comprehensive product portfolio, headlined by its world-renowned fielders' gloves, baseballs, and protective headwear, Rawlings leads the baseball equipment market in the United States with innovations that continue to set the benchmark by which the industry is measured.

Rawlings dominates market share both on-field and at retail, with modern-day stars like Derek Jeter, Tim Lincecum, Albert Pujols, and Troy Tulowitzki choosing Rawlings and continuing the legacy of elite, next-level athletes demanding the best equipment to reach their peak on-field performance.

Rawlings' player-preferred, on-field brand dominance translates directly to the register as Rawlings holds a commanding market-share lead in fielders' gloves, baseballs, and protective headwear across all price points.

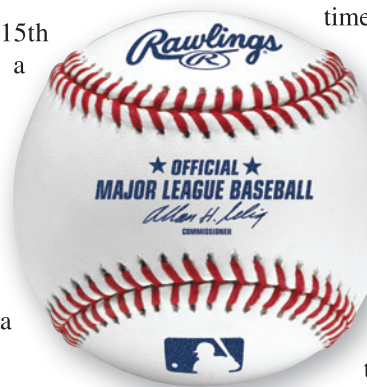
ACHIEVEMENTS

Some of baseball's most memorable and widely recognized individual achievements featured Rawlings' products:

- Willie Mays's amazing over-the-back catch in Game 1 of the 1954 World Series dropped inside Rawlings leather.



- Mickey Mantle's running catch to save Don Larsen's perfect game in the 1956 World Series landed in his Rawlings Heart of the Hide glove.
- Hank Aaron's record-setting 715th home run launched from a Rawlings Adirondack bat.
- Reggie Jackson's three-home-run performance with a Rawlings bat clinched Game 6 of the 1977 World Series.
- Every one of Mark McGwire's 70 home runs in 1998 came off a Rawlings bat.



Widely recognized as the "#1 Baseball Brand Worldwide," Rawlings is the Exclusive Supplier of Baseballs to and the Official Helmet of Major League Baseball, and the top ball-glove choice of more professional players than any other brand in the marketplace today.

HISTORY

Rawlings celebrates its 125th Anniversary in 2012, and the yearlong celebration will link Rawlings' storied past with its present-day brand power.

Long before the famous Rawlings' trademark, "The Finest in the Field®," appeared in advertisements featuring Hall of Famers Roberto Clemente, Stan Musial, Mickey Mantle, and Brooks Robinson, "The Finest in the Field" became the foundation for every product line of

the company, most notably Rawlings' legendary baseball gloves.

Beginning with the original hand-wrap model glove in 1887, Rawlings continuously redesigns defense with its long history of technological innovations: from the Bill Doak glove introduced in 1919, featuring a built-in pocket and formed web; to the six-fingered Trap-Eze® launched in 1960, the most radical design change in 40 years; to the 2010 debut of the REVO SOLID CORE™ series that redefines how a glove fits, feels, and functions.

But Rawlings' most famous glove has never been for sale.

The Rawlings Gold Glove Award® started in 1957 after Rawlings executive Elmer Blasco noticed during a visit to spring training sites that 83 percent of regular players used Rawlings' gloves. Since "The Finest in the Field" was the centerpiece of the company's national

advertising campaign, Blasco devised the idea to honor the best defensive players at each position and in each league with the Rawlings Gold Glove Award; at this point in time, baseball's postseason awards focused almost entirely on offensive excellence.

In 2007 Rawlings celebrated the 50th Anniversary of the Rawlings Gold Glove Award and refreshed the trophy design with modern ornaments, including a burl wood-covered base and Heart of the Hide leather, accentuating the Gold Glove® affixed to the top of the trophy.

THE PRODUCT

With more patented designs, cosmetic innovations, and material introductions than any other brand in the marketplace, Rawlings continues to adhere to the ideals on which its founders built the company.

As the Exclusive Supplier of Baseballs to Major League Baseball since 1977 and the official baseball of Minor League Baseball, the NCAA College World Series, the World Baseball Classic, and more than 100 collegiate conferences and youth sports organizations, Rawlings' baseballs are integral to the game itself.

By focusing on the elite players at critical defensive positions, Rawlings continuously



attracts Gold Glove-caliber players to its advisory staff every year, including eight Rawlings Gold Glove Award winners in 2010. This continues the annual trend of Rawlings leading all glove brands in Rawlings Gold Glove Award winners year after year, including Hall of Famers such as 16-time winner Brooks Robinson, Ozzie Smith (13 wins), Roberto Clemente (12), Keith Hernandez (11), Johnny Bench (10), and Mike Schmidt (10).

Also introduced in 2010, the innovative REVO SOLID CORE glove series revolutionizes defensive performance through two integrated technologies: OPTI-FIT™ with its enhanced grip, maximum command, and optimal feel; and the proprietary Custom Player Technology™ construction, allowing each player to match his or her catching style to one of three pocket patterns.

RECENT DEVELOPMENTS

While Rawlings' core focus centers on baseball equipment for next-level athletes — the 12- to 18-year-old future stars who aspire to reach the next level of their playing careers — Rawlings has expanded into more lifestyle-centric categories with its new SRG Fusion performance apparel series.

In 2011 Rawlings reentered the football protective headwear market with its NRG Quantum™ helmet series, employing three proven technologies that simultaneously transfer force and heat away from the head while actively and passively absorbing impact without structural breakdown to the lightweight absorption system.

With the new Batted Ball Coefficient of Restitution (BBCOR) bat regulation installed prior to the 2010–11 collegiate baseball season, coaches across the country had to adjust to the new standard aimed to make alloy baseball bats perform more like wood bats. Rawlings 5150® BBCOR bat and its Precision-Optimized Performance™ (pOp™) Technology isolates the



added weight to a smaller region on the barrel, translating into a lower swing weight.

In an effort to expand the Rawlings Gold Glove Award platform to a yearlong celebration of defense, Rawlings introduced the Rawlings Gold Glove Award Play of the Day fan engagement initiative on its Facebook page in 2010, with Rawlings brand advocates voting daily for the best defensive play made during the previous day's games. In 2011 Rawlings and Minor

League Baseball announced the relaunch of the defensive excellence trophy for the nine best minor leaguers across all divisions.

Rawlings introduces a brand-new digital experience at Rawlings.com in 2011. The new website, downloadable applications such as the custom glove builder, and mobile-centric platforms enable Rawlings to better connect and engage consumers on their terms with content they want.

PROMOTION

Due to its market share and player-preferred position in the marketplace, Rawlings is “The Mark of a Pro®,” and the famous Rawlings Red Label Design® and Rawlings Script are synonymous with the best of all levels of baseball.

Even though it launched on Opening Day 2010 — more than two years after some competitors' social media efforts — Rawlings' Facebook community is the largest of all baseball-specific brand pages today. Within its first four months, Rawlings became the largest baseball sporting goods brand on Facebook, more than doubling the rest of the active baseball-specific sporting goods Facebook pages combined at the time.

As baseball's social marketing leader, Rawlings continues to engage consumers, retailers, and strategic partners in innovative ways through daily engagements, exclusive experiences, and exemplary customer service. These digital grassroots initiatives convert passive observers and “likes” into active community participants and brand advocates to help Rawlings engage and enable consumers directly.

Beginning in 2011 Rawlings launched an aggressive Hispanic marketing push domestically and in key Latin American countries, with campaign expansion planned in subsequent years.

BRAND VALUES

Since the company's inception in 1887, Rawlings' mission has always centered on enabling participation by developing and producing innovative, high-performance, and protective equipment and apparel for the professional player.

This commitment to professional excellence and athlete protection serves as the heart of Rawlings' five brand pillars: Authenticity, Innovation, Performance, Protection, and Professional.

By continuously developing technologically enhanced products, Rawlings dominates the industry with innovative products, enabling serious athletes to reach their full potential and achieve peak performance.

With revolutionary product innovations such as the S100 batting helmet line, Rawlings is the



authentic and global authority on protecting athletes' bodies from head to toe.

Rawlings' advisory players — from yesterday's heroes such as Clemente, Mantle, and Musial to today's stars of Jeter, Mauer, and Pujols — embody these five core values through their play and dominance in all aspects of the game and their character and integrity off the field as well.

Rawlings, Rawlings Red Label Design, Rawlings Gold Glove Award, 5150, Custom Player Technology, Gold Glove, OPTI-FIT, NRG Quantum, pOp, Precision-Optimized Performance, Rawlings Replay, REVO SOLID CORE, The Mark of a Pro, The Finest in the Field, Trap-Eze, and all respective logos are trademarks or registered trademarks of Rawlings Sporting Goods Company, Inc., a division of Jarden Team Sports.

All other trademarks are the property of their respective owners.

THINGS YOU DIDN'T KNOW ABOUT RAWLINGS

- Rawlings started as a sporting goods retail store in St. Louis in 1887 before transitioning to the global manufacturing brand it is today in 1907.
- Rawlings developed the first-ever football shoulder pads in 1902, with later models designed by J. W. Heisman — yes, the same Heisman celebrated annually as the trophy awarded to the best collegiate football player in the country.
- Dr. James Naismith, founding father of basketball, designed the first models of Rawlings basketballs in the 1920s.
- Rawlings created one of the first home gyms during World War I with the Rawlings Whitely Exerciser, a system of elastic cords running over pulleys.
- Since the inaugural Rawlings Gold Glove Award team in 1957, only 293 MLB players can call themselves Rawlings Gold Glove Award winners.
- Colorado shortstop and Rawlings Gold Glove Award winner Troy Tulowitzki named one of his dogs “Rawlings.”