



SPALDING GLOBAL NEWSLETTER

Q2 2017



THE HIGHLIGHT REEL

BILL NEWTON RETIRING AFTER MORE THAN 20 YEARS OF SERVICE

Fruit of the Loom EVP and Chief Sales & Business Officer, Bill Newton, will retire on Friday, June 30, after more than 20 years of service to our Company. Below are some reflections and insight offered from the unique perspective of one of our Executive Leadership Team.

Q: Tell us how you came to work for Fruit of the Loom.

A: I was recruited in 1994 by Larry Switzer, Fruit of the Loom CFO, to replace retiring Ralph Wakeland (Sue Stewart's father) as Vice President of Finance. I had worked with Larry at two other companies prior to Fruit.

Q: What positions have you held and what kind of experience have you gained since you began working for the Company?

A: Eighteen years of my career I was in the Finance area, fourteen of which was Chief Financial Officer. During that time frame, I also supported our European and Asian businesses. In 2012, I switched gears and became the Chief Sales and Business Officer, supporting Global Sales, Global Activewear, Global Spalding and Russell Athletic.

I have seen and experienced quite a bit during my tenure with the Company. From the public company environment and management changes in the 90's, the shortage of cash and bankruptcy in 2000-2002, to the purchase by Berkshire Hathaway, to the acquisition of Russell Corporation and Vanity Fair Intimates and the business transformation over the last five years; it has been quite a ride.

Q: What are some of the most significant ways you've seen the company change and grow over the years? How has the industry changed?

A: I have experienced and seen significant changes at Fruit of the Loom and within our industry. When I started with the Company, we had over 30,000 employees in the US and less than 10,000 outside the US. Today we have 2,648 employees in the US and 25,000 outside the US. We have transitioned from a manufacturing-focused Company to a Brand-focused Company. Our customers have become more sophisticated and demanding and require us to be leaders in innovation. The internet, social media and e-commerce did not exist when I started with the Company. Through all of these changes, we have met the challenges, have gotten better and are well positioned for the future.

Q: What has been your favorite thing about working for Fruit of the Loom? What will you miss the most?

A: My favorite thing about our Company is our passion for our businesses and our shared values. The most important is our integrity and our respect for people. It is those shared values and the great friendships I have made all over the world that I will miss the most.

SPALDING AROUND THE GLOBE

U.S.

SPALDING.COM

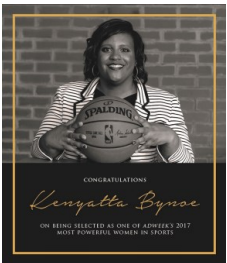
eCommerce is now enabled for inflates, training aids and accessories on spalding.com. Many thanks to Allie Schmidt, IT and all the supporting teams who collaborated to achieve this launch. Stay tuned for more updates to the site in the coming months including systems enablement, new content and product customization options.

TELLY AWARD

We are excited to announce our selection for a Telly Award which honors the best in both broadcast and digital content production. We received this award for the sound design of our "The Beat of True Believers" digital video featuring Damian Lillard of the Portland Trail Blazers. The video creatively utilizes Damian's actual heartbeat as the audio backdrop to showcase how basketball is essentially Damian's lifeline and as he puts in the work to improve his game, he thrives. You can view the video in the header image on spalding.com.



ADWEEK



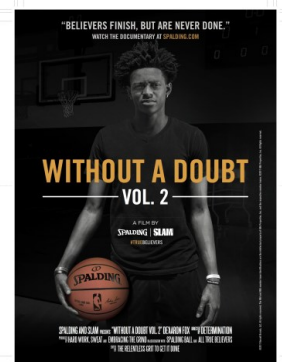
Congratulations to Kenyatta Bynoe, VP of Global Marketing and Partnerships on being selected as one of the 2017 *Adweek* Most Powerful Women in Sports. This honor is given by the *Adweek* editorial team in recognition of talent, leadership and influence in the worlds of professional sports and sports media and marketing. Kenyatta was featured in the June 26th sports issue of the magazine as well as on adweek.com

INSTAGRAM STORIES

Spalding is rolling out a series of Instagram Stories featuring our new line of basketball training aids. The goal of this social content is to provide the tools and techniques that enable athletes to elevate their game using Spalding product. Look for more content like this throughout the summer on our social channels.

NBA DRAFT

The 2017 NBA Draft was held at Barclays Center in Brooklyn, NY on Thursday, June 22nd and Spalding was onsite throughout the week executing a number of activities. In partnership with SLAM, Spalding released *Without a Doubt Vol. 2* – a documentary featuring former Kentucky Point Guard – De'Aaron Fox who was selected (insert number) by the (insert team) in the draft. The documentary showcased the story around his work ethic and inner drive that propelled him to the NBA stage – and essentially what makes him a #TrueBeliever. The documentary premiered at the NBA Store on June 19th. Visit the home page of spalding.com to check it out



SPALDING AROUND THE GLOBE

U.S.

BASKETBALL IQ

We recently hosted our first Spalding Basketball IQ Clinic of the season in Los Angeles, CA in partnership with DeMar DeRozan. The clinic provided an elite group of high school athletes an opportunity to receive basketball skill instruction from top trainers as well as learn key points around nutrition, injury prevention and leadership development. These clinics will be hosted around the globe in both domestic and international markets.



BIG 3

The BIG 3 is the new 3-on-3 basketball league founded by actor Ice Cube. It will feature NBA Players such as Allen Iverson and Jermaine O'Neal. 8 teams will compete in 10 cities throughout the summer for the championship, and Spalding will serve as the official game ball. Check out big3.com for more info.



CP3 TO THE HOUSTON ROCKETS



The Los Angeles Clippers have traded Chris Paul to the Houston Rockets. More details will be communicated in the near future regarding imagery usage. We would like to

congratulate Chris and wish him the best on his new team.

CHINA

SPALDING SLAMBALL FINALS

The Spalding Slamball final competition was held at Nanjing University on May 12th. The Slamball custom basketball was showcased prior to the game, and gained a lot of attention from the fans.



JR. NBA TOURNAMENT

The Jr. NBA finals were held in Beijing, China and Chengdu. Kids from all over China participated in this program. Spalding is now the official ball of the Jr. NBA tournament in China, which was announced by the NBA on May 21st.



CAFL DRAFT

The China Arena Football League held their draft beginning on May 13th in Shanghai and Beijing. Spalding is the official game ball of the CAFL.



SPALDING AROUND THE GLOBE

ASIA

ANNUAL SALES MEETING HELD IN HONG KONG

For the 2018 sale meeting, the Spalding International team created unique brand experience in the heart of the Hong Kong, Victoria Harbor for guests from SE Asia, Taiwan and Korea. Throughout the meeting, 60 employees and business partners got the opportunity to experience new products firsthand and be immersed in the new marketing and sales strategies.



In addition to the product presentations, Spalding hosted a dinner where the guests have a chance to cultivate their business ideas and share the best practices in their own countries.



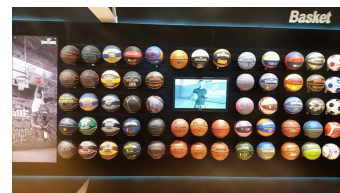
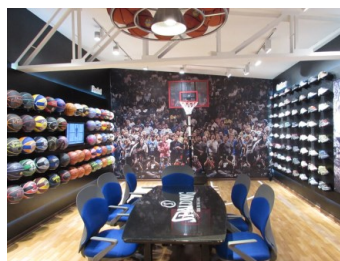
Other key highlights of the sales meeting included a trip to NBA regional office in Causeway Bay, Hong Kong. The NBA team delivered a very detailed marketing recap of their activations in different markets, including Jr NBA campaign and all brand communication.

Jr. NBA Asia provides a platform for youth athletes to participate in sport around the world. The tournaments are held in multiple countries around Asia, with thousands of kids participating. Spalding is the official ball of Jr. NBA Asia.

LATIN AMERICA

NEW SPALDING SHOWROOM

MLP, Spalding's long-time partner in Chile, recently debuted a new and exciting Showroom. This new layout showcases all categories offered to clients in Chile. The new space includes fixtures for Balls, Accessories, Footwear and Apparel. The new office space provides a great atmosphere and convenience for meetings with retailers and partners. On behalf of Spalding International, we congratulate MLP's management on their initiative propelling the brand to a new level.



DOMINICAN REPUBLIC LAUNCHES BASKETBALL IQ

Club San Lazaro in the Dominican Republic kicked-off a series of Basketball IQ clinics in Latin America. Argentina and Chile have scheduled events later this summer. The clinic was hosted by a well-known instructor, who worked with 25 youth prospects that are amongst the best in the country. All the new SPALDING training aids were successfully received by the campers and coaches. This is another accomplishment for the brand in the Caribbean region.



SPALDING AROUND THE GLOBE

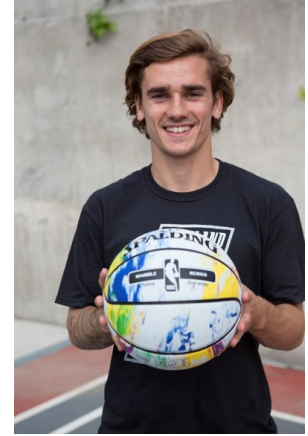
EUROPE

MILAN HOSTS EUROPEAN SALES MEETING

The Spalding International team recently held its annual European sales meeting in Milan, Italy. Distributor partners from all over Europe, the Middle East and Africa came together to discuss product, marketing, operations and many other aspects of the business. The 2018 Spalding International product line was shown, receiving extremely positive feedback.

One of the most talked-about products from the meeting even made its way into the hands of Antoine Griezmann, a European soccer star and NBA fanatic, who has over 10 million followers on Instagram.

Other key highlights of the sales meeting included a trip to the A.G. Spalding & Bros. store in the heart of Milan. A.G. Spalding & Bros. is a licensee that sells premium leather goods, while utilizing the rich heritage of the Spalding name and brand.



BASKETBALL IQ INTRODUCED IN POLAND AND TURKEY



The Spalding Basketball IQ program, which has expanded beyond the US, has been introduced in Poland and Turkey.

In Poland, 200 kids attended the camp at Warsaw, which was organized with the help of the Warsaw Regional Federation. Karcper Lachowicz, or Kacpa, has co-run the Marcin Gortat Camp since 2010. This camp is the most popular youth basketball training program in Poland. He also organizes his very own training camps, and was happy to incorporate the Basketball IQ program into his training.

The Turkish camp was organized around the same time frame as the Euroleague Final Four, which was also held in Istanbul this year in May.

EUROLEAGUE FINAL FOUR HELD IN ISTANBUL

The Turkish Airlines EuroLeague Final 4 was held in the Sinem Erdem Arena in Istanbul May 19th-21st. The spectators witnessed two close semifinal games where Greek side Olympiacos outlasted defending champions CSKA Moscow 82-78 and the hometown favorites Fenerbahce defeated Real Madrid 84-75. Nevertheless the defending champions from Russia claimed the third place game by trashing the Spanish giants with 24 points. In the championship game the Turkish side used their homecourt advantage and overpowered Olympiacos to secure the team's first Turkish Airlines EuroLeague title.

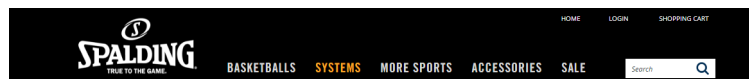


SPALDING AROUND THE GLOBE

AUSTRALIA

SPALDING AUSTRALIA BLOG

Spalding Australia recently launched a blog on spalding.com.au. This has been introduced to help drive web traffic and optimise google. The first post is about the top 5 NBA finals of all time and went live in late May, with excellent results. The post was linked to Facebook, and had a great response. This blog is something that will continue throughout the year, with plans for a new post each month.



*FLAT RATES ON BACKBOARDS & SYSTEMS FREE BASKETBALL WITH ANY BACKBOARD SIGN-UP FOR 10% OFF YOUR FIRST ORDER

Home > Blog

IT'S NBA FINALS TIME! - 25TH MAY 2017

Our favourite time of the year has arrived - the NBA Playoffs and Finals. It's when we find out which individuals and teams can perform on the big stage. Spalding has been providing the tools to make this happen for over 30 years.

It's the time of year that not only do we enjoy the talent on display, but when we get most sentimental. In the lead-up to the NBA Finals Series, we thought we would look back through the history vault and provide our top 5 NBA finals series of all time, as chosen by the Spalding Australia team. Always a point of contention, let's see if you agree!

NBA FINALS AT SPALDING AUSTRALIA



In celebration of the start of the NBA Finals, Spalding Australia held a staff lunch in their Spalding Showroom, watching the game on the big screen. There was plenty of food for all with burgers, bagels and brownies, as they saw the Warriors win game 1 over the Cavs.

Friday saw the launch of the Finals digital activation #NBASpaldingLive. A team of celebrities and influencers, have taken over the Spalding Australia Instagram page for each game of the NBA Finals, providing fans with another avenue of becoming involved with the finals.

DELLY IS COMING TO TOWN!

The team at Spalding Australia is looking forward to having Delly visit at the end of July. They will have a busy couple of days organized, with a media event, and an in-store visit at Amart Sports for a meet and greet with fans. In addition to these two events, Delly will be filming, creating some videos showcasing our new training aids range, which will be on sale from September. These videos will help to show the products in use, and will be shared with the public on all of Spalding Australia's social media platforms.



SPALDING SPOTLIGHT

BELL TOWER FESTIVAL

SHOUT OUT TO AAI FOR THEIR SPALDING FLOAT WHICH WAS SHOWN AT THE BELL TOWER FESTIVAL PARADE IN JEFFERSON IOWA!



UPCOMING EVENTS

BASKETBALL IQ

USA : ST. LOUIS

INTERNATIONAL: GERMANY



DID YOU KNOW?

In just a few years an important sesquicentennial will take place, giving cause to celebrate two organizations, both having had a major impact on the world of sports. It should be pointed out that a cofounder of both organizations is also the namesake of this great company, Albert Spalding. The National League of baseball was founded on Feb. 2, 1876 and A. G. Spalding & Bro. on the very next day. Albert Spalding not only assisted William Hulbert in drawing up the charter for the National League but simultaneously partnered with Brother Walter, and Mother Harriett in cofounding A. G. Spalding & Bro. (Spalding).

50 years later, the two organizations, having been as closely knit as twins, celebrated their friendship. Why shouldn't they? Albert played a central role in the National League's triumph over the rival player's league of 1890, then again at the turn of the century big Al was called out of retirement to extinguish the rise of Freedmanism (the syndication of baseball) and again triumphed. Another example of their fidelity took place during the panic of 1907. The National League, unable to secure cash to cover an assortment of debts, turned to A. G. Spalding & Bros. for a loan which was quickly granted to them.

In Dec. 1925 A. G. Spalding & Bros. hosted a banquet at Yale University celebrating the two anniversaries. Executives from Spalding along with current and past National League presidents attended. Featured speakers included, Julian Curtiss (a Spalding president) and A. G. Mills, National League President from 1883 – 1884, a civil war veteran, organizer of the Washington baseball club and Albert Spalding ally. A month later on Feb. 2, 1926 many of the same individuals attended a Golden Jubilee Celebration Dinner for the National League at Hotel Astor in N.Y. Appropriately, Spalding souvenir baseballs were gifted to guests in presentation boxes with one of the balls bearing portraits of all of the former presidents of the National League. One can only guess what may take place during the sesquicentennial celebration of both great American Enterprises, but one can only hope that the relationship they shared for so long will never be forgotten.

Compliments of The A. G. Spalding Museum®: "An American Sports Empire."

