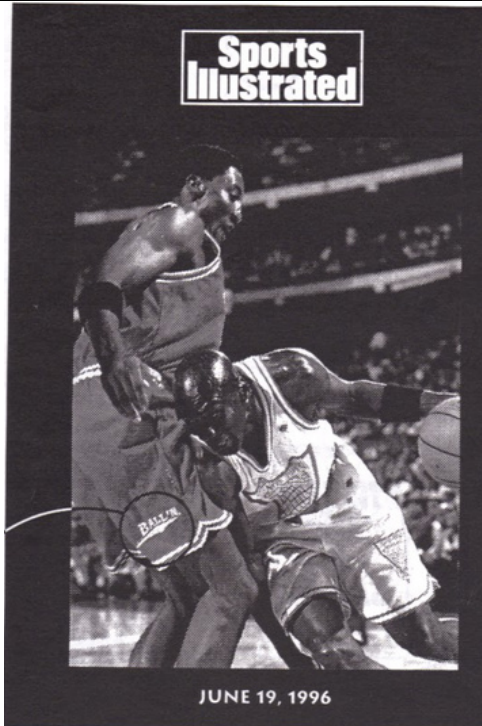
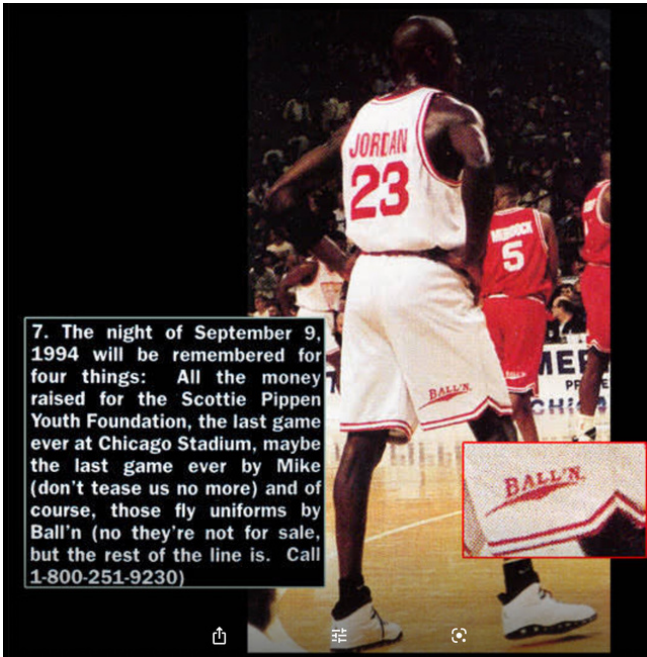


BALL'N HISTORY



The Ball'n brand has found it's way into the #1 sports publication in the world, Sports Illustrated. Seen worn by Scottie Pippen and Michael Jordan. Ball'n designed and manufactured the uniforms for the Scottie Pippen Classic.

B-BALL GEAR

Look your best when you're kissing it off the glass or above the rim. And basketball clothing (610-642-BALL and Ball'N (312-324-6419) make the fat shorts to sport out on the court this spring.



From playgrounds coast to coast, to super stars of the hardwood.

BALL'N BASKETBALL

...the way the game is played.

Order Ball'N Basketball Clothing by **1-800-824-2703** Basketball Clothing **37**

<p>And I'm Sorry Tee 100% cotton. Made in the USA. Embroider \$18.99. Sr. M-XL. 102 White</p>	<p>And I'll let You Score Tee 100% cotton. Made in the USA. Embroider \$18.99. Sr. M-XL. 108 White</p>	<p>And I'm the Busdriver Tee 100% cotton. Made in the USA. Embroider \$18.99. Sr. M-XL. 117B White</p>	<p>And I Get a Friend Tee 100% cotton. Made in the USA. Embroider \$18.99. Sr. M-XL. 115 White</p>
<p>Big Ball Basketball is Life Tee 100% cotton. Made in the USA. Embroider \$18.99. Sr. M-XL. 118B White</p>	<p>Big Ball Bring Your Ball Tee 100% cotton. Made in the USA. Embroider \$18.99. Sr. M-XL. 121B White</p>	<p>Street Hoop Gets Thousand Excuses Tee 100% cotton. Made in the USA. Embroider \$14.99. Sr. M-XL. 102W</p>	<p>Eastbay No Excuses Tee No wearing out of this game. Put your rock back in the game. Street. 100% cotton. Made in the USA. Embroider \$14.99. Sr. M-XL. 12147</p>

A **Ball'n Mock Turtle Fleece Sweatshirt**
Roomy and warm, with zip-up hood and matching ribbed cuffs. Classic long-sleeve. 50/50% poly/cotton blend. Made in the USA.
Embroider \$30.99
Sr. M-XL
4625-C7 Copper
4625-NV Navy
4625-BB Black

B **Ball'n Basketball Logo Tee**
Definitely impressive, with the Ball'n logo. 100% cotton. Made in the USA.
Embroider \$18.99. Sr. M-XL.
4300-BT Dark indigo
4300-BS Black
4300-SS Navy
4300-SZ Scarlet

C **Ball'n Patch Mesh Short**
It's a pro ball, you can take to your next game. 100% pro-weight mesh shorts with Ball'n logo. Long leg pattern. Made in the USA.
Embroider \$24.99. Sr. L-XL.
6100BK Black/white/black
6100NV Navy/white/navy
6100PT Dark teal/purple/white
6100SC Scarlet/white/scarlet
6100SC Scarlet/navy/white

goin' MAINSTREAM

Street Ball'n

Some people look twice when they see or hear the name Ball'n, but that's changing quickly as the line enters sports' fast track.

Derived from the street slang "balling," meaning "playing basketball well," Ball'n was adopted by Chicagoans Rodney Jeter and Mark Nixon in 1990 when the line of functional basketball gear was born.

The two partners started distribution in ultimate grass-roots fashion—they sold T-shirts and shorts out of their car at parks and parties. As luck would have it, Chicago has a pretty good basketball team, and in the off-season a lot of the Bulls shoot hoops locally, Ball'n gear just happened to catch their eye.

Three years later, after a lengthy courtship, Jeter and Nixon shook hands with Bike Athletic on a deal that gives Ball'n considerable manufacturing and marketing clout. For its part, Bike Athletic is now able to market to a new audience and pursue previously unreachable distribution channels.

Although now under the Bike umbrella, corporate bureaucracy has yet to stifle entrepreneurial creativity. Ball'n started off in the inner city with a street mentality, and Jeter and Nixon want to continue to be active in the local community. "We're keeping the focus on what we want to achieve," Jeter says. "We want to stick to our roots. Bike understands this as well."

As for the future: "We want to go back to where we started. By showing that you can come from the inner city (like we did) and accomplish something like this, we hope to take the fear away."

Sporting Goods Business

Companies to Watch

Ball'N

Rodney Jeter and Mark Nixon began their business by designing and handing out give-away "Ball'N" t-shirts at local amateur basketball tournaments in Chicago. It wasn't too long until demand for the edgy shirts began to outstrip supply, and a company was born.

Now, with more than \$1 million in apparel sales, Ball'N is looking to keep the momentum rolling as it enters the footwear market. With initial shipments scheduled for late spring 1997, the company believes it can hit sales of \$7 million this year.

"Our main focus going forward will be footwear. We've had some great reaction to our line," says co-founder Rodney Jeter, who also assists in the design of the product. He believes the company's success can be attributed to the management team's closeness to its consumers.

Jeter says the company is initially targeting stores that sell its apparel, including Champs, Foot Locker and Foot action. Also on the hit list are sporting goods specialty stores.

But Jeter adds the company isn't satisfied being in just the basketball and cross-training categories. The company has ambitions of becoming a full-service athletic footwear company, with football and baseball shoes already in the works for 1998.

To help its cause, the company has brought in former basketball star Norm Nixon, whose wife, dancer/actress/choreographer Debbie Allen, has plenty of Hollywood connections. Their contributions are already paying dividends. Ball'N apparel has already been seen on shows like "The Fresh Prince of Bel Air" and "Hangin' with Mr. Cooper."

Ball'N footwear is on target to make just as big of a statement. Jeter projects that the brand will be seen on at least five prominent NBA players by the 1997-98 NBA season.

Ball'N says footwear will help rocket it from \$1 million to \$7 million in sales in '97.



MY FIRST MARKETING EFFORTS FOR BALL'N WAS BY WAY OF HOSTING THE BEN WILSON BASKETBALL CLASSIC AT THE LEGENDARY COLE PARK IN CHICAG. I GREW UP WITH BEN AND WAS ABLE TO GET THE RIGHTS TO HOST THE TOURNAMENT IN HIS NAME. BALL'N HOSTED THE TOURNAMENT FROM 91 TO 94

THE BEN WILSON CLASSIC

NEWSLETTER

Annual BALL'N Basketball Tournament Kicks Off Second Year

This year's 2nd Annual Ben Wilson "BALL'N" Classic will be held at Nat King Cole Park at 84th and King Drive.

The basketball tournament, sponsored this year by Gatorade and City Sports Retail Stores, will kick off Sunday, July 19 at 3:00 p.m. with presentations, celebrity appearances, awards presentations, and of course, the jump ball.

Scott Williams, of the 1992 World Champion Chicago Bulls, will serve as honorary commissioner and toss the first jump ball.

In addition to Williams, representatives

from Gatorade and City Sports will be on hand at the kick off ceremony.

"We're very pleased with the support and enthusiasm shown to us," said Rodney Jeter, president and CEO of BALL'N Inc., and founder of the Classic. "Although we're in our second year, the community has shown us great support as we attempt to help kids obtain a college education."

"We know that through team sports young people understand the importance of hard work and perseverance," added Mark Nixon, BALL'N vice president.

The Ben Wilson Classic hopes to raise

thousands of dollars to help the future "Ben Wilsons" obtain college degrees. Monies raised are deposited in the Ben Wilson Scholarship Fund at Seaway National Bank of Chicago.

Named for the slain Simeon High School basketball star Ben Wilson, the Classic brings together some of Chicago's top amateur athletes to compete for trophies and athletic apparel.

The tournament ends August 8 with the finals of the High School Division and Men's Division (18 and older).

Chicago Bull Scott Williams Headlines Classic

No. 42 Scott Williams, center for the Chicago Bulls, will serve as the honorary commissioner for the 2nd Annual Ben Wilson BALL'N Classic.

Williams, 24, thrilled fans from across the country as he emerged from the bench in crucial areas and pushed Bulls toward their

second consecutive championship.

Williams, a native of Hacienda Heights, California, signed with the Bulls in July 1990 and resigned in November of '91. He finished the regular season with a bang as he cored his career-high 12 points and grabbed his career-high 16 rebounds in a game against Detroit.

Ben Wilson Remembered

Ben Wilson, a promising student athlete at Simeon Vocational High School was fatally shot and killed on November 20, 1984 while on his lunch break.

At the time of his death 17-year-old Ben was the number one rated basketball player in the nation. Universities and colleges such as DePaul and the University of Illinois were all vying for this top rated athlete. A trip to the NBA, one of Ben's dreams, was almost certain.

A model student and athlete, Ben's death rocked the city as Mayor Harold Washington, Chicago's first African American mayor, and other leaders claimed the homicide a national tragedy and another woman example of Black on Black crime. Thousands line the streets outside Simeon Vocational, where his body lay in state, to mourn his passing.

His killers, also juveniles, were arrested and are now serving time in an Illinois prison. Although his life was a short one, he leaves behind a bright legacy--one that encompasses true competitive spirit, perseverance, academic achievement and commitment to excellence.



LOOK FOR THE BALL'N LOGO IN STORES NEAR YOU!

Thousands of daily uses of the ballin term across all social media platforms

← Tweet



James Harden is ballin'!
#NBARapidReplay



James Harden is ballin'! #NBARapidReplay

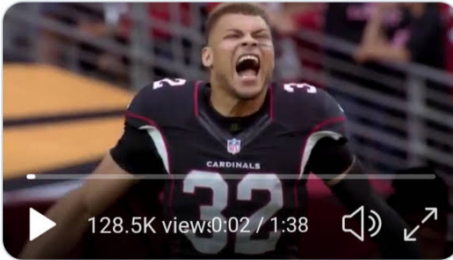
← Tweet



Back at practice and ballin' out.
#FlyEaglesFly



Tyrann Mathieu Videos @Tyrann... · Jul 9
We Ballin' All Season! 7 @Mathieu_Era

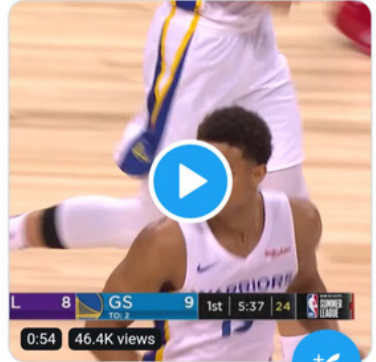


29 1.4K 6.2K



NBA TV @NBATV · 3h
Kevin McClain (18 PTS & 3 STL) was ballin' in the first half of action on NBA TV! 🙌

The Warriors lead the Lakers 57-33.
#NBASummer



1 46 227



NBA on TNT @NBAonTNT · Jul 9
Anfernee Simons was BALLIN' in Vegas 🏽

35 PTS | 6 3PM | 6 REB



Patriots Nation
July 16 at 4:44 PM · 🌐

Tom Brady still ballin' out heading into his 20th season 🙌



NBA USING BALLIN TERM IN SUMMER LEAGUE COMMERCIAL WHICH WAS THE SPEARHEAD FOR LANDING THE NBA LICENSE

