

BALL'N



The Way The Game Is Played

Marketing Overview

BALL'N SUMMARY

BALL'N is an athletic lifestyle brand that is committed to creating high quality on court and off court footwear and apparel for today's athletes. The name "BALL'N" is inherited from the streets, and its ubiquitous name defines "performing at the highest level." The BALL'N mission is to help youth connect with the global community through sports. Whether in the gym or on the playground, BALL'N is "the way the game is played."



BALL'N
THE WAY THE GAME IS PLAYED

ronartest.com

available at selected
FOOTACTION USA 
BALLN.com


SUPERIOR COMFORT
SUPERIOR IMPACT PROTECTION

ABOUT

Rodney Jeter has always had an affinity for the game of basketball. As a visionary of BALL'N, Mr. Jeter launched the sports brand in 1991 in Chicago, IL. BALL'N is an athletic lifestyle brand dedicated to everyday athletes, whether in the gym or on the playground." BALL'N's target market is 12 to 35 year old males and females. BALL'N inherited its name from the streets. Its ubiquitous name defines "performing at the highest level." The mission of BALL'N is to connect youths with the global community through sports. Whether in the gym or on the playground, BALL'N is "the way the game is played

BALL'N integrates stylish designs with an emphasis on performance functionality to create quality footwear, apparel, and protective compression gear for athletes. BALL'N is entering the footwear market with a "core" signature sneaker program featuring the basketball collection of four to six styles of low, mid, and high-top shoes. All of the merchandise will be available in popular NBA team colors. BALL'N shoes uses the new d3o technology as the foundation and features a strong design aesthetic. d3o technology enhances the shoes performance and functionality giving athletes more comfort, flexibility and support in a lightweight shoe. Price points range from \$50-\$100. In addition, BALL'N is introducing new product lines, including accessories, bags and outerwear in 2011.

The apparel consists of short and long sleeve cotton and moisture management tees , basketball shorts made with dazzle fabrics and polyester knit mesh. The shorts and tees are offered in team colors with cool logo graphics, sizes medium to 3X. The protection gear called "Game Time Protection" is an important component to the apparel line. BALL'N is introducing protective compression gear that will protect athletes in training or in competition. The protection gear will also utilize the d3o technology, BALL'N brags about. The "tenacious" fabric fuses performance, technology, and science together to provide athletes with optimal protection. d3o products were worn by the US and Canadian Alpine Ski Team during the 2006 the Winter Olympics.

The mission of BALL'N is to create authentic athletic apparel and footwear that support the development of athletes in their everyday lives. The brand is about great products, love for the game, and a need to connect youths with the global community through sports. BALL'N will be available at better retailers such as sports outlets, specialty chain stores, and independent retailers nationwide this Fall.

For more information, please contact awalker@balln.com

BALL'N ROOTS

Rodney Jeter is an African-American Chi town native who attended Wichita State University and began his career in 1991 after serving time in the US Army. Normally, the Army and the Apparel business don't mesh well together, however, while Rodney was stationed in Korea, he played for the US Army Traveling Basketball Team, and he spent his down time visiting footwear and apparel manufacturing factories. Rodney was fascinated with the process, and it was overseas, that a seed was planted, and he decided to launch a Sports Athletic brand called BALL'N

Being a product of his environment, Rodney conceived BALL'N a athletic brand that embodies the essence of athleticism and basketball culture. With an instant audience and a buzz factor, the product, which consisted of tees and shorts, started making their way onto the basketball playgrounds. It wasn't long before Rodney started supplying basketball uniforms to the hard core Chicago circuit, as well as the Annual Scottie Pippen Charity Basketball Game. Players such as Michael Jordan, Penny Hardaway, Charles Barkley, and Sam Cassell have all worn BALL'N uniforms.

By the mid-nineties, BALL'N was in demand. In a collaborative effort, Rodney teamed up with BIKE Athletic Company for distribution, and successfully commanded over \$7 million in sales. In the following years, he began working on securing a footwear partner, while simultaneously selling his products and team uniforms to independent retailers and directly to consumers.

"I've had some interesting alliances in my career; some helped me grow, and some have posed some significant challenges. With each experience, I've learned more about my business. Patience and perseverance have allowed me to prevail." Last year, Rodney partnered with a corporate powerhouse in the footwear industry, securing quality manufacturing and sourcing solutions.

Since it's inception, the brand name has become a vernacular term with many definitions in the culture, but for BALL'N, the commitment is the same from day one...great products, love for the game, and Rodney's dream to connect youth with the global community through sports.

Look for BALL'N to hit major retailers this Spring of 2011.

MARKETING INITIATIVE

BALL'N will launch several marketing initiatives to support the Footwear and Apparel line. First phase will focus on High School, AAU and Streetball grassroots marketing. Second phase will be NBA on court presence. The third phase will involve interactive media through strategic planning, new media marketing, and target advertising. The fourth phase will focus on retail promotions and in-store appearances. Fifth phase will include BALL'N community outreach efforts and initiatives.

Ron Artest on Jimmy Kimmel live



Ron Artest on George Lopez Show



PLAYGROUND LOVE

The first phase our grass root marketing initiative is called “Playground Love” which was started the past summer in New York City. NYC Street basketball is an experience like no other. The NYC street tournament circuit possesses a combination of crazy energy, with a competitive edge, and irrefutable skills to make any audience become a fan.

This summer, BALL’N planted seeds in the community by supporting the following tournaments, Tri State Classic in Harlem, Conrad McRae AAU Classic in Brooklyn, and Hoops on the River in Manhattan. BALL’N is also sponsoring several High schools this year by way of basketball uniforms. BALL’N will continue this “Playground Love” initiative in Los Angeles, Chicago and Miami.

BALL’N Sponsored Nazareth Girls High School.. One of Top 10 team in NYC

4 Monday, November 22, 2010 DAILY NEWS

HS HOOPS PREVIEW 2010



JESUS, IT'S NAZARETH!

Apache & Co. land in B'klyn, rewriting plotlines in CHSAA

BY MITCH ABRAMSON
DAILY NEWS STAFF WRITER

THE LEAGUE meeting of girls basketball coaches in the CHSAA Brooklyn/Queens division is ordinarily one of pizza and pleasantries, but the get-together this past June had a more memorable addition.

Apache Paschall, the always-controversial coach of the Nazareth girls basketball team, was in attendance and immediately took issue with a league dictum that coaches don slacks and dress shirts for games.

“They expect us to wear a gold chain or

Ron Kelley to do his bidding. Kelley approached Christ the King’s Bob Mackey to work out a date. When they decided on Dec. 4 in Middle Village, Kelley glanced back at Paschall for confirmation. Paschall nodded his approval, and they repeated the scene several more times.

“I was like, what is this?” recalls Mary Louis coach Joe Lowinger, who was in the room. “It was like the movie ‘Goodfellas’; I called Apache ‘Paulie,’ and I called Ron ‘Henry.’ He was running errands. It was hysterical. It was like you couldn’t speak to the boss directly, you had to go through Ron. It wasn’t the most orthodox way to schedule a (season), but that’s how it was.”

Blanca Cuevas (r.) is one of six freshmen who help kick off inaugural season of girls basketball at

CONRAD McCRAE CLASSICS

"BALL'N has come into the community through its association with Conrad McCrae youth league and laid the groundwork for providing today's young athlete with quality performance gear that is durable, and looks great."

--Anton Marchand, co-founder of Conrad McCrae Tournaments



Hoops On The River



TRI-STATE CLASSICS

Two years ago and counting, Legendary Antonio West aka “Mousey” decided he wanted to start the Tri-State Classics to provide a community outlet by showcasing basketball. With Antonio as the creator, and team leaders such as Puffy Combs, rapper Fat Joe, and players like Ron Artest, who recently played on the “Most Hated” team, this tournament is quickly becoming one of the summer’s most anticipated around. “My goal is to be NYC’s best tournament and my mission is to provide a platform that’s safe and enjoyable for the kids as well as the adults”, says Antonio.



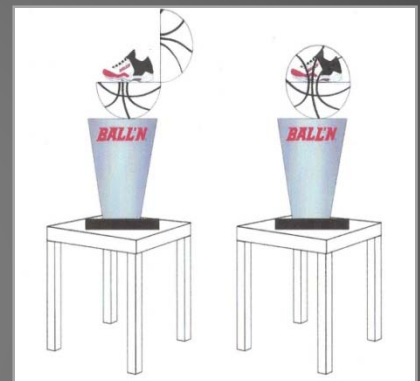
ON COURT PRESENCE

BALL'N has aligned itself with current NBA Los Angeles Lakers Ron Artest for on court presence for BALL'N footwear. BALL'N will sign up to 4 more NBA players for on court presence. BALL'N will develop signature shoes and apparel with each player. Signature shoes and apparel will include endorsed players own logo's. BALL'N will work with endorse player and support the players foundations, AAU & High School Teams and any other initiative that the endorsed players are involved in.



In-Store Retail Marketing

BALL'N has developed strategic marketing relationship with retailers. The goal will be to captivate consumers with the "WOW factor" and a point of differentiations from the competition. BALL'N will develop specific Point-of-Sale Materials, including In-Store Retail Displays, Promotional Items, Giveaways, special events, and endorsed player appearances. BALL'N Footwear is now available at FOOTACTION Stores in selected cities.



Community Outreach programs

BALL'N will host 4 to 6 community outreach events in selected cities. Each event will consist of a celebrity basketball game, The "To The Top" contest, and outreach program for the community. BALL'N outreach programs will go into the community with and provide Job placement help, Health Care by way of the Red Cross, free hair cuts & school back packs for the youth. BALL'N will also partner with the local Boys & Girls club in these cities.



MEDIA MARKETING & ADVERTISING

BALL'N will develop marketing and advertising programs in the following key sectors; Print, Internet, Radio, and Billboards.

Print Sector

In the print sector BALL'N has already partnered with SLAM Magazine and the first phase of the SLAM & BALL'N marketing campaign. BALL'N has two logo presences in the magazine. The first section is the Hype section in which SLAM runs an editorial called "Picture Me BALL'N" this editorial highlights one under the radar college player. The other presence is in the Punks section where SLAM runs the same type of editorial highlighting three high school player you should know about.



Mykel Kabongo
MAIN PUNK

"I just want to know one thing: Did I get my own page in the PUNKS section?" wonders Punk Kabongo. "No! 'Cause I've gotta keep working."
A 6-2 senior PG at Henderson (NV) Friday Prep, the Toronto native (aka Zani), is a sublime passer, dogged defender and underrated scorer, thanks to his explosive quickness, tireless motor and mentoring from his AAU coach, Ben Russell. The super-Rondo playlike prides himself on his leadership and high IQ. "I don't think other guards in my class are thinking about how to control the whole game without even scoring. Some guards in my class think it's about trying to score 30. I guess people aren't watching when I get 20 assists and shut my man down," says the Texas commit (who will join fellow Caladonian, former Grizzlies Canada AAU teammate and UT Houston Nikea Thompson and Cory Joseph, assuming one or both don't get paid) who led loaded Newark (NJ) St. Benedict's to a 20-1 record behind averages of 18 ppg, 4 ppg, 7.7 rpg and 2.2 ltr per year.
"Players see I'm up in the morning working on my game and in the rest to leave practice... people respect somebody who puts the time in."
Shortly after the interview, a text comes in. "I'm mad I don't get the main PUNKS. But you know what? It's good because now I'm extra hype!" —@gagap_3am

HYPE

PICTURE ME BALL'N
UNDER-THE-RADAR PLAYERS WHO DEMAND YOUR ATTENTION.



Kristal Forthan
UNSTOPPABLE

When opposing coaches see Kristal Forthan walk on the court, standing 6-4, they expect she'll be a force in the paint, something an defender wants to deal with. Which she is. But she's also so much more than that. "Other teams think that I play down low, but I usually surprise them during the games," she says. "I can shoot from outside."
But it's Forthan—who cites "three pointers and an outside game" as what she'll do to improve upon—is as versatile as it gets. Ranked No. 4 in the ESPN/ HoopGuru 100, this Class of '11 member doesn't like the idea of having one easily identifiable skill. She wants lots of them.
A senior at Georgetown High School in Austin, TX, Forthan previously lived in Portland, OR, where she played ball at Grant HS and then Jefferson HS. But before her junior year, she moved down south, where she now resides with Carolina State's Wright—a former National Player of the Year at the University of Texas, who also coaches Team Spikes, a travel team Forthan plays for during the summer. Her eligibility rules hold the teen out of varsity play in the season following her transfer to the Lane Star State, so she stuck it out and played with the junior varsity team during her junior year.
A host of schools came calling this summer—including Kansas, North Carolina, Texas A&M and UCLA—though Forthan settled on LSU. But before heading to Louisiana, she'll finally get to suit up for the varsity squad and will do so with a clear mission: "My goal is to be No. 1 in the country. Instead of No. 5, we have to dominate whenever I can."
Just don't bother trying to guess how she'll do it.—*Alan Piazza*

Picture Me BALL'N
UNDERCLASSMEN WHO DEMAND YOUR ATTENTION.



Archer Goodwin, Little Rock (AR) byway HB (6'11"), Goodwin is a relatively late bloomer who, thanks to a growth spurt and exceptionally hard work, began garnering national publicity this past spring. Standing 6-5, 190, Goodwin has endless length for the shooting guard position that he uses to his advantage on both ends. He combines an intense competitive nature with an unquenchable ability to wiggle by his man whenever he chooses to attack the rim. His jump shot is fluid but needs consistency at this point, something Goodwin is working furiously to improve. When he gets that down, watch out.
Frank Lewis, Middle Village (NY) Christian prep coach, says of his guard: "Archer Lewis has proven that his lead guard skills are on par with the other top guards in his class. Stick and drive with the ball, Lewis glides by defenders as he heads into the paint and is also comfortable driving teammates up around the rim. As Lewis gains experience and knowledge of the game, he could dominate."
Rachel Halliway, California (MS) High Standing at 6-4 as a junior in high school, Halliway began to display aggressiveness and confidence on a more consistent basis than she previously had. Her size and strength alone make her a much-sought nightmare on both ends of the floor. The key for Halliway from here on out will be learning to play hard each and every time she steps on the court.—*Gregg Bennett*

If an underclassman at your school demands attention, let us know about them at balls.com. All submissions will be entered in the monthly BALL'N Gear Give-A-Way.

BALL'N
The Way The Game Is Played

RON ARTEST
DEFENSE ON THE COURT



d30 intelligent shock absorption
DEFENSE FOR THE FEET

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BALL'N available at select retailers

Bouncing Back

As top retailers report strength in the basketball category, new players are looking to get in on the action.

By GERALD FLORES

NEW YORK — Basketball is back in the game.

Increased consumer demand and some new brands are revitalizing the category, which is expected to get an added boost this weekend from the NBA All-Star Game.

"There is much more interest lately in basketball product," said Finish Line's VP of footwear, Jeff Morrell, noting there has been buzz around the NBA. "Obviously, any time people are talking about the sport it results in a positive feeling around the category and all things basketball."

According to data from SportsOneSource, footwear sales in the basketball category grew 10 percent last year, compared with a 7 percent increase in 2009. Sales declined 4 percent in 2008.

Signature shoes from star NBA athletes are helping to spark excitement.

Foot Locker, for example, had success with styles from Kobe Bryant (Nike), Derrick Rose and Dwight Howard (Adidas), John Wall (Reebok) and Brandon Jennings (Under Armour).

"All those players are being marketed significantly by their footwear brands, so we've been able to tie that in with our windows and visual presentations," said Foot Locker U.S. President Dick Johnson.

Foot Locker Chairman and CEO Ken Hicks added that fresh brands and product innovation have also spurred the category. "The newness has added excitement and brought new brands in, as well as brought back brands that moved away," he said. "We feel we're strongly positioned with each of the major players, and we continue to look at and try some of the new players."

Indeed, the excitement around basketball is giving startup brands the confidence to break in.

Ball'n, which is endorsed by L.A. Laker Ron Artest, bows its first line of footwear this month and will be distributed at Footaction and Independents in the Los Angeles and New York areas.

"Consumers are looking for something new because they're more interested in the sport," said Rodney Jeter, founder of the company.

Though Ball'n has limited resources compared with larger athletic firms, Jeter said a small startup can have a few advantages. "We can react to trends a little bit faster," he said. "We can close our product development cycle to about six months, where some of the larger companies may take 12 to 18 months."

Other newcomers are trying to fill niches in the basketball category by offering unique technology propositions.

Athletic Propulsion Labs, founded by brothers Ryan and

Adam Goldston, sells \$300 sneakers with a spring technology that its makers claim increases vertical leap.

"We knew the market was super-competitive, and the major players make great performance shoes and great-looking shoes," said Ryan Goldston. "We had to differentiate ourselves and give customers a reason to buy our products."

Initially, APL was in one Modell's store, but after its technology was banned by the NBA for creating an unfair advantage, it signed more Modell's locations, as well as Foot Locker and several independents in Southern California.



Clockwise from top: Ron Artest with Ball'n founder Rodney Jeter; Li-Ning's promotional truck; Foot Locker is banking on basketball; Adidas athlete Derrick Rose.

Entering the category last November, Ekto is another startup that is playing up innovation. Using a patented technology that claims to prevent players from spraining their ankles, founder and medical doctor Barry Katz said Ekto addresses a need that firms such as Nike and Adidas have not.

"[Larger athletic brands] are concerned with how the shoe looks and about getting a mega-superstar to endorse their product," Katz said. "We're adding safety into the mix of performance and style in the basketball market."

Mainly distributed on its own website and at Eastbay.com, Ekto is still trying to break into brick-and-mortar stores. "We're

a startup, so everything right now is rather modest," Katz said, adding that a U.S. sales team is still being put together.

But startup firms aren't the only ones making a move. Established overseas brands are also trying to break in.

After a year in the States, Chinese footwear and athletic apparel brand Li-Ning plans to invest \$10 million into its U.S. business in 2011, as well as broaden distribution and hire 20 additional product developers, according to *The Wall Street Journal*.

A representative from the company declined to address those figures, but Rick Soberanis, Li-Ning's SVP of marketing and sales, did tell Footwear News that the move to the U.S. was important because it could boost the domestic business. "China has a huge basketball following, and it moves from west to east. That's why it makes sense for us to be here," he said.

With a solid presence in the Los Angeles market, Li-Ning is ramping up marketing efforts on the East Coast this year, said Soberanis.

"We're pleased with our progress so far, and the idea is to apply what we've learned [in 2010] going forward," he said. "We're looking to mirror our West Coast presence in the East, particularly in New York, New Jersey and Philadelphia."

Even with moderate success, Soberanis acknowledged there would be challenges. "To suspect that we could outspend Nike and Adidas would be naive," he said. "We're looking to see how we can spend our dollars so they work harder for us, and not necessarily to go toe-to-toe with the big guys. We're never going to be able to outspend them by conventional means."

Last month, the brand opened a pop-up shop inside the Staples Center in Los Angeles and held promotional giveaways with retail partner Champs. And over the summer, it commissioned a street team to travel throughout California in a retrofitted truck while L.A. Clippers player Baron Davis promoted product.

Despite the new energy in basketball, not all see the trend continuing.

Sales for basketball grew nearly 20 percent in the fourth quarter, but SportsOneSource analyst Matt Powell said that was not sustainable. "Retailers see basketball as a six- to nine-month business," he said. "We'll probably have a good run through All-Star Game weekend, and then sales will start to trail off."

Powell also predicted it will be a steep climb for brands trying to enter the basketball market, where Nike Inc. has a 95 percent share spread between its Nike, Jordan and Converse brands.

"To scrape some of that off is certainly doable," he said, pointing to the success of brands such as Reebok and And 1 in the category. "There's an opportunity to do business here, but I don't know if other brands will be able to get 10 percent market share in a few years."



Los Angeles Times

Ron Artest launches new sneaker on eve of NBA All-Star Game

February 20, 2011 | 10:54 am



(11)



Comments (0)



Taking full advantage of the NBA All-Star weekend, Ron Artest invited a group of friends to Beachers Madhouse at the Roosevelt Hotel on Saturday night for an intimate party to celebrate the launch of his mixtape that came out Friday and his new sneaker line Ball'n, which he owns with partner Rodney Jeter.

Available in stores as of this weekend, Artest's Ball'n sneakers are the first to use D30 technology (a technology that was originally used as a shock absorber in Lamborghinis) and are his sneakers of choice when he plays Laker games. "I can tell the difference between this and other shoes," he said. "I'm not icing my knees as much, the joints are feeling good and I'm still moving fast. It's a light shoe, but it's really strong and it looks great too."

The shoes are available now in variations of the Laker colors, purple and yellow, but will be released in other colors in March. About 5% of proceeds will be donated to charities, including Artest's Xcel University, which works with youth susceptible to mental health issues.

Artest was proud of the fact that his sneakers can be worn on the court and out on the town with the right pair of jeans. Saturday night, he was decked out in his own brands from head to toe, his feet shod in a gray version of the new Ball'n sneakers that will be available to the public March 15.

The shoes in Laker colors are available as of this weekend at select Millennium and Foot Action shoe stores and they'll be available online as of March 15. The high tops are priced at \$85 and the lowtops are \$75.

--Raha Lewis

Photo: Ron Artest, left, and business partner Rodney Jeter introducing the new Ball'n sneaker at Saturday night's party at the Roosevelt Hotel. Credit: James Lewis



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KTLA 5 NEWS

KTLA: Ron Artest talks his new line of shoes & mixtape Ballin'

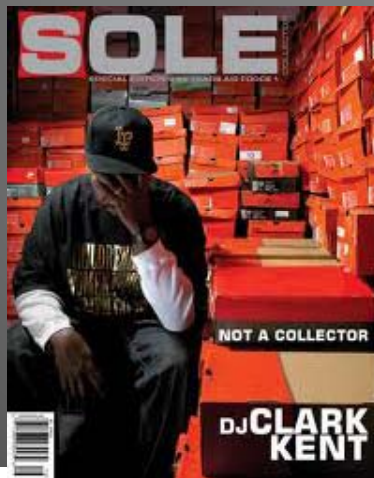




Internet Sector

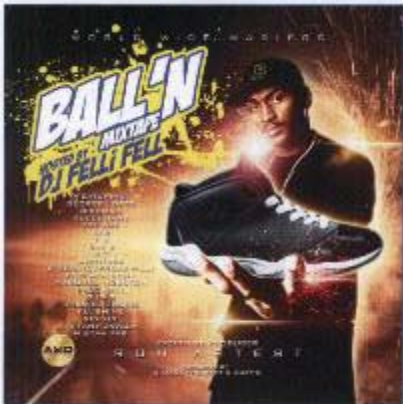
BALL'N has already employed its social media platform with facebook, twitter and balln.com to create an interactive connection that will engage fans to view and purchase BALL'N products. BALL'N is creating viral commercials featuring BALL'N endorsed athletes. BALL'N will also create video diaries giving fans a behind the scenes look at the development of BALL'N products and a close-up look at BALL'N endorsed Athletes.

BALL'N is developing online marketing and advertising program with key sneaker head and basketball sites. One such relationship we've fostered is with Counterkicks.com, where legendary Dallas Stokes will host a weekly blog giving fans a behind the scenes look at Dallas designing the new upcoming line of BALL'N footwear.



V Premiere: Ron Artest Presents 'BALL'N' Feat. Nas, Bun B, Gucci Mane, Birdman And More (Hosted By DJ Felli Fell)

VIBE.COM By: Mike Flores Posted: 2/17/2011 10:08 AM
Tags: ball'n, dj felli fell, ron artest, ball'n mixtape



Download: [Ron Artest Presents 'BALL'N' Feat. Nas, Bun B, Gucci Mane, Birdman And More \(Hosted By DJ Felli Fell\)](#)

With NBA All-Star weekend just ahead, pro baller Ron Artest presents his latest mixtape, BALL'N, which features guest appearances from: Ron Artest, Nas, Bun B, Ray J, W.C., George Lopez, 3 G Waffs, Paul Wall, Tony Yayo, Y.G., B-Real and more. Hosted by West Coast legend DJ Felli Fell, the Queensbridge native not only flexes his rhymes but takes a step back and lets his friends get to business.

Ron is also introducing his new sneaker line of the same name. His BALL'N pro model kicks will be available on Friday, Feb. 18th at the ESPN Zone located in the LA Live Entertainment Complex and select FootAction and Millineum stores.

Make sure to follow [@RonArtest](#) for more info!

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Photo Galleries

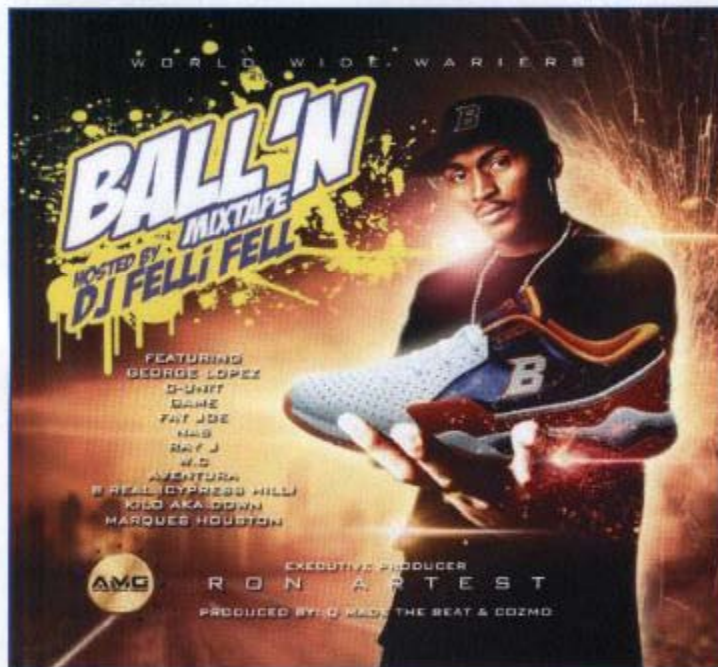


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late pass Queens Native & Los Angeles Lakers forward Ron Artest drops his latest mixtape entitled "Ball'n". With features from Nas, Bun B, Gucci Mane, Birdman, Paul Wall, Tony Yayo, Y.G., B-Real and more while Hosted by DJ Felli Fell. Also Ron Artest has another treat for the fans. He's is [BALL'N pro model kicks](#) which are available now at the ESPN Zone located in the LA Live Entertainment Complex and select FootAction and Millineum stores.

Download: [Ron Artest Presents – Ball'n \(Mixtape\) \(Hosted By DJ Felli Fell\)](#) [Via [Vibe](#)]

<http://www.thenqm.com/2011/02/21/ron-artest-presents-balln-mixtape-hosted-by-dj-felli-fell/> 3/2/2011

Radio Sector

BALL'N is developing marketing and promotional programs with key radio stations across America. BALL'N will also have its endorsed athlete along with Rodney Jeter founder and CEO of BALL'N available to do on air interview with key radio stations to help spread and tell the BALL'N story.



Billboards Sector

BALL'N will create billboard ads in key cities. Billboard ads will feature BALL'N athletes and products.



MARKET DEMOGRAPHICS

- Male & Female Athletic participant
- Ages 12-35
- Immersed in the sports culture and is a Sports fan
- Plays video games, has a mobile device, and is on Internet

GEOGRAPHIC DEMOGRAPHICS

- The US is the beginning geographic area, with global expansion
- The first two years the focus will be specifically starting with popular basketball regions such as NY, LA, Chicago, Washington, DC, Boston, L.A., Atlanta, and Philly.



PRODUCT OFFERING

BALL'N is a lifestyle sportswear brand offering footwear and apparel that will enter the marketplace with basketball. Additional future categories will include football, baseball, running, and cross-training. BALL'N will utilize product placement and create novelty products for key celebrities that fit the "BALL'N lifestyle". The product offering is as follows:

Apparel
Tees
Shorts
Protective Gear
Outerwear
Caps & Accessories



Footwear

Basketball (On Court)

Basketball (Off Court)

Running

Training

Casual Lifestyle



Team Uniforms
Basketball
Football
Baseball

