

WORTH – Named the Official Bat of USSSA

Tullahoma TN – Worth, Inc., America's leader in performance baseball / softball products, and the United States Specialty Sports Association (USSSA), have established a new long term exclusive partnership that will be visible on the field beginning in the summer of 2003. For NIT's and World Series Events, Worth will be "the Official Bat of USSSA". This partnership will cover all categories of play, including fastpitch, slo-pitch and baseball.

The agreement marks another step in the long partnership between Worth, Inc. and USSSA that goes back to the very beginning when USSSA was established. "USSSA continues to rapidly expand and grow in all of our specialty programs. The growth and interest in baseball and girl's fastpitch continue to exceed all of our expectations," stated USSSA Executive Director/CEO Don DeDonatis. "There was a great need to look for a company in our industry that we felt could grow with us and support USSSA along the way. Worth, Inc. is that company. Worth is a baseball / softball company that stays on the cutting edge of technological advancements, and they understand our needs."



The WORTH / USSSA Official Bat Tour starts in May. Each tournament location, designated by the USSSA headquarters, will receive exclusive USSSA / WORTH branded merchandise to add a special incentive to succeed at each event. After June 1st, players and coaches will have a wide variety of Wicked Composite demo bats to hit at each event. The Wicked Composite line is the first family of high-performance composite bats from any company that spans across slo-pitch, fastpitch and baseball. At each tour stop, players of all ages can demo bats from Worth's Wicked bat line. As the Official Bat of USSSA, Worth has the rights to set up and promote bats exclusively at each of the World Series and NIT locations.

"This is the first youth baseball promotional tour of it's kind," said Mike Cunningham, Worth National Baseball Marketing Manager. "Worth and USSSA will be providing a unique atmosphere to the largest youth baseball tournaments in the United States."

"Worth is extremely excited about this partnership. Over the years Worth has developed an extensive grass roots network of trailers, tents and promotional staff from Florida to California. We will support more grass roots events at the ball park that any other company in 2003," stated Rick Hasty, Worth's National Fastpitch Marketing Manager. "We believe that if you are not at the event helping to create a better atmosphere for the players, you are not really helping the tournament and the players. We also believe you must be on the field with your customers to make a program work."

Below is the list of tournament locations and sites for the WORTH / USSSA Official Bat Tour for 2003. For more information, search the web at www.worthsports.com or www.ussa.com.

“The WORTH / USSSA Official Bat Tour – Summer of 2003”

Baseball

Date	Location	Director	Phone Number
May 16-18, 2003	Chattanooga, TN	Travis Leming	423-349-9996
June 6-8, 2003	Sulphur, LA	Joe Odom	337-562-1251
June 13-15, 2003	St. Louis, MO	David Collum	314-835-9133
July 4-7, 2003	Sterling Heights, MI	Donny DeDonatis	586-202-7495
July 4-7, 2003	Southern, CA	Craig Ciandella	714-839-9227
July 24-30 /2003	Osceola, FL	Jud Teague	321-624-8185
July 25-31, 2003	Osceola, FL	Jud Teague	321-624-8185
July 27-Aug 2, 2003	Osceola, FL / /	Jud Teague	321-624-8185
Aug 6-10, 2003	Disney Showcase, FL	Chet Kapla	734-846-8998

Fastpitch

Date	Location	Director	Phone Number
May 23-26, 2003	Shawnee, KS	Tom Turley	913-441-2244
May 30-June 1, 2003	Crossville, TN	Joe Caldwell	423-272-6933
June 13-15, 2003	Maumee, OH	Denny Rose	419-868-8803
July 4-6, 2003	Canton, MI	Gordon Glennie	248-705-2979
July 4-6, 2003	Midwest Complex, IN	Tonya Perkins	765-759-5262
July 28-Aug 3, 2003	Shawnee, KS	Tom Turley	913-441-2244
July 28-Aug 3, 2003	Canton, MI	Gordon Glennie	248-705-2979
July 28-Aug 3, 2003	Disney, FL	Gordon Glennie	248-705-2979
July 28-Aug 3, 2003	Indianapolis, IN	Tonya Perkins	765-759-5262