

Wilson Press Release

DOUBLE CORE™. DOUBLE LIFE. Wilson Doubles the Life of Tennis Balls

Chicago, IL April 24, 2001--- A pressurized tennis ball that would keep that new ball bounce point after point, game after game? A ball that is still as fresh as it was just out of the can after three hours of play? A ball that is playable for a month rather than a week? Sounds too good to be true? We thought so, too. That's why we created it.

Wilson Racquet Sports introduces Double Core™, a premium tennis ball that will maintain its initial characteristics out of the can game after game. Double Core™ tennis balls hold their original air pressure and bounce two times longer than other tennis balls.

Using a patented material and process, the inner core of the tennis ball is coated with a butyl-based barrier called Air D-fense™ by InMat™ LLC, which restricts airflow from escaping the core. This new technology utilizing a coated inner core inhibits air permeation by 200%. Other balls left out of the can become unplayable after two weeks or less. Double Core™ is playable beyond four weeks.

And to keep the cover lasting as long as the core, Wilson added more wool for a thicker, longer-wearing felt cover.

Sold exclusively at pro shops, Double Core™ will be available in July with a suggested retail price of \$3.99.

Wilson Racket is a division of Chicago-based Wilson Sporting Goods, one of the world's leading manufacturers of sports equipment. The company focuses on developing technologically advanced products which help average players improve their performance. Wilson's core sport categories include: Football, Basketball, baseball, Volleyball, Soccer, Youth Sports, Uniforms/Apparel, Golf, Footwear and Racquet Sports (Tennis, Racquetball, Squash, Badminton, Platform Tennis).

For more information about the press release above, please [e-mail us](#) or call 1-800-WIN-6060.