

## Ball Legends Announces New Product at MLB Winter Meeting

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FOR IMMEDIATE RELEASE:

**Saturday, December 28, 2006** – Ball Legends, a Bixby-based company, unveiled a new product to the baseball promotional market at the Major League Baseball annual Winter Meetings, held Dec. 4-7.

Ball Legends hopes their patented technology, able to print high-resolution images on real leather baseballs, will replace the current product on the market, a machine only able to print on inflatable or vinyl baseballs.

The Winter Meetings, the largest assembly of executives from all classifications of professional baseball in the world, was the perfect place for Ball Legends to introduce their image-balls.

The meetings had representatives from 176 Minor League Baseball and 30 Major League baseball organizations in attendance.

“The meetings were very successful,” said Allen Gibson, Ball Legends general manager. “We knew our baseballs would be a hit, but we didn’t expect to generate the response we did. We are in negotiations with numerous major and minor league teams including the New York Yankees.”

The Winter Meetings were only the beginning of a promotional campaign designed to place the leather image baseball as the standard in the ripe-for-the-picking promotional baseball market. The 30 Major League Baseball clubs average 75 promotional nights every season and minor league teams average 31. That amounts to 13,500 games, which could mean \$4 million in annual sales for Ball Legends which would in result in new jobs and tax revenue for Bixby.

“While the promotional market is expected to become our money-maker, our real passion is serving local sports fans and athletes,” said Gibson. “We want to provide parents with a way to remember those once-in-a-lifetime moments. Our Image-balls are something you put on the mantle or in your kids room and keep forever.”

Ball Legend’s Image baseballs are on sale to the public along with personalized image basketballs, footballs, hockey pucks, volleyballs, softballs, and Christmas ornaments. For more information call (918) 382-7400 or visit [www.balllegends.com](http://www.balllegends.com).

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