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NEWS RELEASE

F O R I M M E D I A T E R E L E A S E

COA and Diamond Announce Partnership Renewal

Sacramento, CA . . . The Community College League of California Commission on Athletics (COA) today announced that it has renewed its partnership with Diamond Sports through the year 2009. The terms of the agreement state that Diamond will continue to serve as the official ball supplier of the COA Softball Championships.

Diamond will provide the model "12 CAL CC" as the official ball to the state championship softball tournaments for the next three years.

"Diamond is pleased to continue our relationship with the COA", said Diamond Sports President Andrea Gordon. "Teaming with the COA represents our commitment to California Community College softball and our dedication to providing quality products and service to the softball coaches across the state."

Diamond, based in Cypress, California, has been the official ball of California community college softball since 1998. Diamond annually provides prizes to the state champion and second place teams, as well as the All-Tournament team at the state championship. In addition, Diamond will again serve as a sponsor of the COA Annual Convention.

"The COA's relationship with Diamond epitomizes the definition of partnership," said COA Executive Director Carlyle Carter. "The COA truly appreciates Diamond's commitment to the interests of California's community college student athletes and we are pleased to count them as a partner and long-time friend."

To learn more about Diamond and its wide-range of products, visit www.diamond-sports.com.

About the COA:

The Community College League of California Commission on Athletics (COA) is a non-profit organization per IRC Section 501 (c)(3). As authorized by the State Legislature, the Education Code provides the COA the opportunity and authority to establish the rules and regulations to administer the athletic activities of the nearly 25,000 student athletes at California's community colleges. To view the latest news, information, and updates of all 23 COA-sanctioned sports, visit www.coasports.org.

COA