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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

## CCCAA Names Molten Official Women's Volleyball

**Sacramento, CA** . . . The California Community College Athletic Association (CCCAA) today announced a new partnership with Molten USA, Inc. (Molten). Molten's IV58L-U Super Touch ball will be named the "Official Women's Volleyball" of the CCCAA and California community college athletics through the year 2009.

Founded in 1958, the Molten Corporation is the largest manufacturer of competition quality sports balls. Molten USA, Inc. was established in 1983 to bring these quality sports balls to the United States marketplace. Molten is the Official Volleyball of the *NCAA Women's Volleyball Championships*, the Official Volleyball Sponsor and Supplier of *USA Volleyball* and Official Sponsor of the *American Volleyball Coaches Association*.

"Molten is thrilled to announce our partnership with the CCCAA and to be named the Official Women's Volleyball of the organization," said Molten USA President Melissa Dawson. "Volleyball is the foundation of our company and we believe the CCCAA, its members, and Molten will all benefit greatly from this partnership. We look forward to working together to further develop a strong and successful long term relationship."

Under the terms of the agreement, Molten is entitled to both print and venue advertising at the CCCAA regional and state women's volleyball championships, as well year-round exposure through a variety of additional cause-related marketing efforts. Molten will supply the IV58L-U Super Touch volleyballs to the CCCAA state championship, as well as additional premium items to participating teams.

"The CCCAA is pleased to enter an agreement with Molten USA," said COA Executive Director Carlyle Carter. "Molten has a proven track record of commitment to the sport of volleyball, and we worked closely with the California Community College Women's Volleyball Coaches Association to make the decision to partner with this outstanding ball manufacturer. We look forward to a successful relationship for many years."

### About Molten USA

The Molten Corporation manufactures a wide range of athletic balls in several sport categories – including volleyball, basketball, and soccer. Molten USA is currently the official ball of the *NCAA Championships*, *USA Volleyball*, and *American Volleyball Coaches Association* as well as numerous state association, collegiate conferences, collegiate programs, and junior volleyball programs. Molten's success in volleyball has led to increased awareness of the Molten brand in other sports including basketball and soccer. Molten is also the official basketball of *USA Basketball* and the official soccer ball of the *Wisconsin Interscholastic Athletic Association*, *CIF - LA City Section*, the *CIF - San Diego Section* and the *American Youth Soccer Organization (AYSO)*. For more information on Molten USA, Inc, please visit [www.moltenusa.com](http://www.moltenusa.com).

### About the COA

The California Community College Athletic Association (CCCAA) is the name of the membership organization operating under the jurisdiction of the Community College League of California Commission on Athletics (COA), a non-profit organization per IRS Section 501 (c)(3). The California Community College System is the single largest educational system in the world, serving over 2.5 million students annually, representing one-third of all community college students in the United States. The COA establishes 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](http://www.coasports.org).