



Russell Athletic Signs Colt McCoy to Endorsement Deal

McCoy to be spokesman for of Russell Brands

Bowling Green, Ky. (July 15, 2010) — Russell Athletic, a Russell Brands, LLC, and 2010 NFL Draft pick, **Colt McCoy**, have reached a multi-year deal for McCoy to represent Russell Athletic and all its brands, including as Spalding, BIKE and Russell Outdoors, as a spokesperson.

"We could not be more thrilled to have Colt join the Russell Brands family," said Executive Vice President **Gary Barfield**. "Colt has stood for the right things on and off the field and we are excited to have someone of his character represent the Russell Athletic, Spalding, BIKE and Russell Outdoors brands. We look forward to growing our partnership with Colt for many years to come."

McCoy, a member of the Cleveland Browns, will work with Russell Athletic in continuous research and development of cutting edge products across its family of brands.

"I'm pleased to be working with Russell Brands," McCoy said. "The many different brands of Russell, including Russell Athletic, Outdoors, BIKE and Spalding represent many of the traits I strive to embody – commitment, excellence, tradition, and innovation. I hope that Russell's longevity in the business is equivalent to what my NFL future holds in store for me."

McCoy, a former standout at the University of Texas, will be featured in Russell Brand's advertising and marketing campaigns, including both the team uniform lines and the retail apparel lines of Russell Athletic. He will also be the highlight of in similar campaigns with Spalding, BIKE and Russell Outdoors, while also being featured in product catalogs and flyers.

McCoy, a native of Tuscola, Texas, won the 2008 Walter Camp Award and was the 2008 Heisman Trophy runner-up. McCoy won more games (45) than any quarterback in NCAA Division I history. In his senior year, he won 13 of the top 15 major college player awards including quarterback of the year, offensive player of the year and outstanding football player of the year. McCoy was a member of the Longhorns' 2005 National Championship team.

About Russell Athletic

For more than 100 years, Russell Athletic, a division of Russell Brands, LLC, has supplied America's athletes and teams with the latest innovations to help them perform at their best and is a leading supplier of team uniforms at the high school, college, and professional level. Russell Athletic activewear and college licensed products are broadly distributed and marketed through department stores, sports specialty stores, retail chains, and college bookstores. For more

information, please visit www.russellathletic.com. Russell Athletic® is a trademark of Russell Brands, LLC.

About Spalding

A Division of Russell Brands, LLC, Spalding is now the largest basketball equipment supplier in the world. Spalding is the official basketball of the National Basketball Association (NBA) and Women's National Basketball Association (WNBA), the official backboard of the NBA and NCAA, the official volleyball of the King of the Beach Volleyball Tour and the official football of Pop Warner. In addition to being the leading producer and marketer of basketballs, footballs, volleyballs and soccer balls, Spalding produces softballs under the Dudley® brand. For more information, visit www.spalding.com. SPALDING®, Spalding Rookie Gear®, Arena Pro™, Arena View®, True to the Game™, The Beast® and iHoop™ are trademarks of Russell Brands, LLC.

Colt McCoy is exclusively represented by the Agency Sports Management (www.theagencysports.com) for all off-field and marketing endeavors. The Agency is based in New York, N.Y., and has a client roster that includes the likes of Troy Aikman, Steve Young, Reggie Bush, Ndamukong Suh, Daryl Johnston, Joe Buck, Warren Moon, Marshall Faulk amongst several others.