



## THE MARKET

From Major League Baseball ballparks to neighborhood sandlots across the country, Rawlings is everywhere baseball is played.

With its comprehensive product portfolio, headlined by its world-renowned fielders' gloves, baseballs, and protective headwear, Rawlings leads the baseball equipment market in the United States with innovations that continue to set the benchmark by which the industry is measured.

Rawlings dominates market share both on-field and at retail, with modern-day stars like Derek Jeter, Tim Lincecum, Albert Pujols, and Troy Tulowitzki choosing Rawlings and continuing the legacy of elite, next-level athletes demanding the best equipment to reach their peak on-field performance.

Rawlings' player-preferred, on-field brand dominance translates directly to the cash register, as Rawlings holds a commanding market share lead in fielders' gloves, baseballs, and protective headwear across all price points.

## ACHIEVEMENTS

Some of baseball's most memorable and widely recognized individual achievements featured Rawlings' products:

- Willie Mays' amazing over-the-shoulder catch in Game 1 of the 1954 World Series dropped inside Rawlings leather.
- Mickey Mantle's running catch to save Don Larsen's perfect game in the 1956 World Series landed in his Rawlings Heart of the Hide glove.
- Hank Aaron's record-setting 715th home run launched from a Rawlings Adirondack® bat.
- Reggie Jackson's legendary three-home-run performance to

clinch game 6 of the 1977 World Series launched off his Rawlings Adirondack wood bat.

- Every one of Mark McGwire's record-setting 70 home runs in 1998 started when his Rawlings Big Stick® connected with a Rawlings' authentic MLB baseball.

- David Freese's game-winning home run in Game 6 of the 2011 World Series came off his Rawlings Big Stick® wood bat.



Widely recognized as the “#1 Baseball Brand World-wide,” Rawlings is the Official Ball Supplier and the Official Batting Helmet of Major League Baseball, and the top ball-glove choice of more professional players than any other brand in the marketplace today.

## HISTORY

Long before the famous Rawlings trademark, “The Finest in the Field®,” appeared in advertisements featuring Hall of Famers Roberto Clemente, Stan Musial, Mickey Mantle, and Brooks Robinson, “The Finest in the Field” became the foundation for every product line of the company, most notably Rawlings' legendary baseball gloves.

Beginning with the original

hand-wrap model glove in 1887, Rawlings has continuously redesigned defense with a long history of technological innovations: from the Bill Doak glove introduced in 1919, featuring a built-in pocket and formed web; to the six-fingered Trap-Eze® launched in 1960, the most radical design change in 40 years; to the 2010 debut of the REVO SOLID CORE™ series that redefines how a glove fits, feels, and functions.

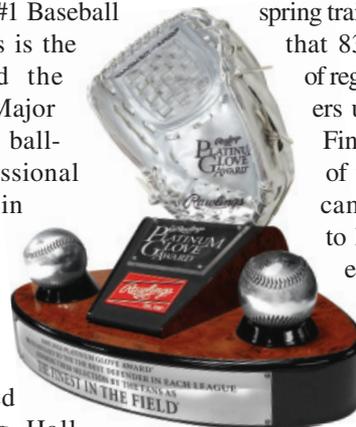
But Rawlings' most famous glove has never been for sale.

The Rawlings Gold Glove Award® started in 1957 after Rawlings executive Elmer Blasco found during a visit to spring training sites that 83 percent

of regular play-

ers used Rawlings gloves. Since “The Finest in the Field” was the centerpiece of the company's national advertising campaign, Blasco devised the idea to honor the best defensive players at each position and in each league with the Rawlings Gold Glove Award; before that point, baseball's post-season awards focused almost entirely on offensive excellence.

In 2011 Rawlings introduced the Rawlings Platinum Glove Award™ to celebrate the best defender among Rawlings Gold Glove® winners in each league. The fan vote, conducted via Rawlings' social media platforms, attracted responses from more than 20 countries worldwide.



## THE PRODUCT

With more patented designs, cosmetic innovations, and material introductions than any other brand in the marketplace, Rawlings continues to adhere to the ideals on which the founders built the company.

As the Official Ball Supplier of Major League Baseball since 1977 and the official baseball of Minor League Baseball, the NCAA College World Series, the World Baseball Classic, and more than 100 collegiate conferences and youth sports organizations, Rawlings baseballs are integral to the game itself.

The innovative REVO SOLID CORE™ glove series revolutionizes defensive performance through two integrated technologies: OPTI-FIT™, with its enhanced grip, maximum command, and optimal feel; and the proprietary Custom Player Technology™ construction,



allowing players to match their catching styles to one of three pocket patterns.

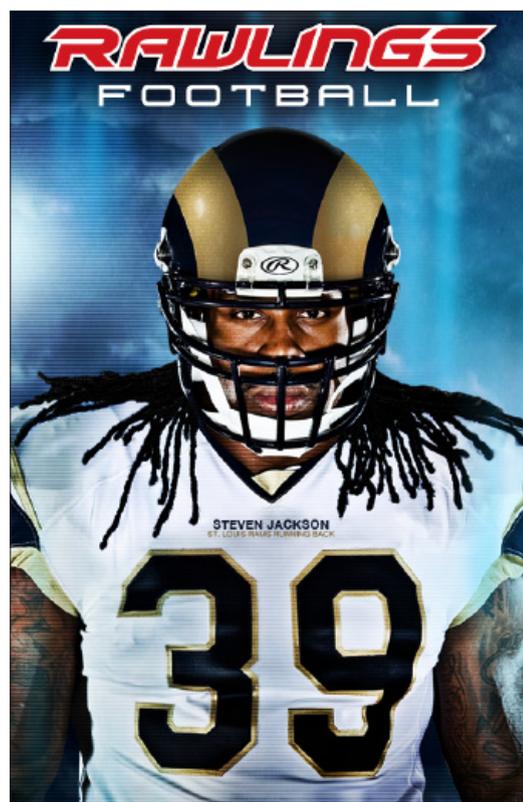
Rawlings' storied wood bats underwent a series of enhanced updates to meet the needs of today's elite players. With two popular barrel designs — Big Stick and Velo™ — and new technologies such as proprietary machinery designed to automate the bone-rubbing process, Rawlings is redefining offense worldwide for the game's best hitters.

## RECENT DEVELOPMENTS

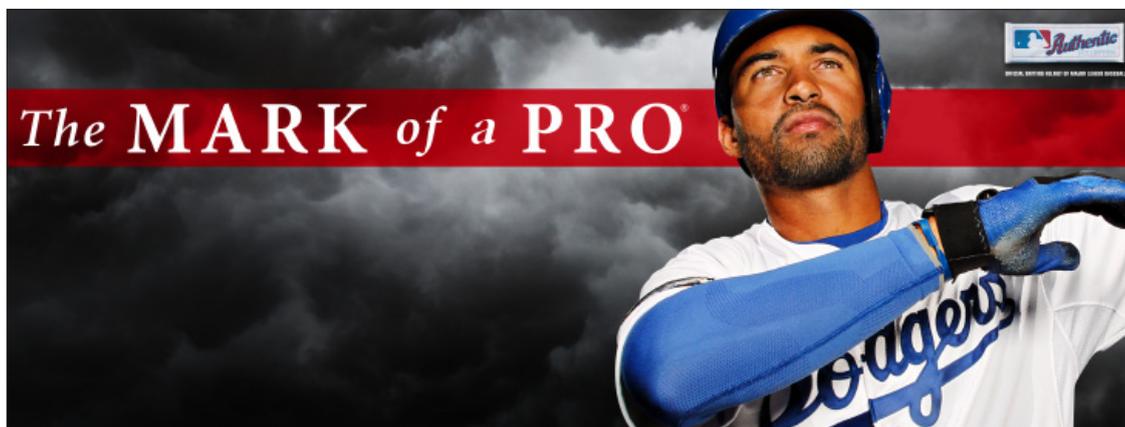
As the Official Batting Helmet of Major League Baseball, Rawlings is the trusted steward protecting the game's best players. These stars demand the most out of their equipment, and as the game grew bigger, faster, and stronger, the best players in the world asked Rawlings for high-performance protection to match the higher-pitch speeds they face at this elite level.

Rawlings' answer to players' protection demands resulted in the 2012 introduction of the Rawlings S100 Pro Comp™ batting helmet, designed to withstand ball strikes of up to 100 miles per hour. In 2013 every Major League Baseball player must wear the S100 Pro Comp, further solidifying Rawlings' position as the global authority on protective headwear.

In 2011 Rawlings reentered the football protective headwear market with its NRG™ helmet series, employing three proven technologies that simultaneously transfer force and heat away from the head while actively and passively



absorbing impact without structural breakdown to the lightweight absorption system. The NRG Quantum Plus™ is one of only three football helmets in the industry with a five-star rating, according to the annual Virginia Tech Helmet Ratings report.



The Rawlings 5150® BBCOR bat and its Precision-Optimized Performance™ (pOp™) technology isolate the added weight to a smaller region on the barrel, translating into a lower swing weight. The redesigned Rawlings 5150 Velo features a revolutionary, lightweight composite end cap that lowers the moment of inertia, thus increasing swing speed.

Rawlings launched its brand-new digital experience at Rawlings.com on January 25, 2012, to coincide with the start of the company's 125th anniversary. The new website, downloadable applications such as the custom glove builder, and mobile-specific platforms enable Rawlings to better connect and engage consumers on their terms with content they want when they want it.

## PROMOTION

Due to its market share and player-preferred position in the marketplace, Rawlings updated its famous "The Mark of a Pro®" campaign, first introduced in the 1950s. Reworking this branding platform coincides with Rawlings' new global marketing initiative featuring more than 300 of Rawlings Advisory Staff players from countries around the world, including Canada, the Dominican Republic, Japan, Mexico, Puerto Rico, and Venezuela.

By focusing on elite players at critical defensive positions, Rawlings continuously attracts Gold Glove-caliber players to its advisory staff every year, including 10 Rawlings Gold Glove Award winners in 2011. This continues the annual trend of Rawlings leading all glove brands in Rawlings Gold Glove Award winners year after year, including Hall of Famers such as 16-time winner Brooks Robinson, Ozzie Smith (13 wins) Roberto Clemente (12), Keith Hernandez (11), Johnny Bench (10), and Mike Schmidt (10).

The authenticity of the best pro players trusting Rawlings' legendary products to enhance their on-field performance drives all promotional efforts at retail and via social media.

## BRAND VALUES

Rawlings is an authentic, global sports brand, trusted by generations of athletes and the best players worldwide for the products and services that enable them to perform at their highest level.

Since the company's inception in 1887, Rawlings' mission has always centered on enabling participation and inspiring athletes

of all ages and abilities to reach their next level of play.

By continuously developing technologically enhanced products, Rawlings dominates the industry through innovation, enabling serious athletes to reach their full potential and achieve peak performance — now, and in the next generation.

Rawlings' advisory players — from yesterday's heroes such as Clemente, Mantle, and Musial to today's stars of Jeter, Verlander, and Pujols — embody Rawlings' core values through their play and dominance in all aspects of the game and their character and integrity off the field as well.

Rawlings, Rawlings Red Label Design, Rawlings Gold Glove Award, Rawlings Gold Glove, 5150, Big Stick, Custom Player Technology, Gold Glove, Heart of the Hide, OPTI-FIT, NRG, NRG Quantum Plus, pOp, Precision-Optimized Performance, Rawlings Platinum Glove Award, Rawlings Replay, REVO SOLID CORE, S100 Pro Comp, The Mark of a Pro, The Finest in the Field, Trap-Eze, Velo, and all respective logos are trademarks or registered trademarks of Rawlings Sporting Goods Company, Inc., a division of Jarden Team Sports. All other trademarks are the property of their respective owners.

## THINGS YOU DIDN'T KNOW ABOUT RAWLINGS

- Rawlings started as a sporting goods retail store in St. Louis in 1887 before it started manufacturing sporting goods in 1907.
- Rawlings developed the first-ever football shoulder pads in 1902, with later models designed by J. W. Heisman (yes, the same Heisman whose name is on the trophy awarded to the best collegiate football player in the country).
- Dr. James Naismith, founding father of basketball, designed the first models of Rawlings basketballs in the 1920s.
- Rawlings created one of the first home gyms during World War I: the Rawlings Whitely Exerciser, a system of elastic cords running over pulleys.
- Since the inaugural Rawlings Gold Glove Award team in 1957, only 302 MLB players can call themselves Rawlings Gold Glove Award winners.
- Colorado shortstop and two-time Rawlings Gold Glove Award winner Troy Tulowitzki named one of his dogs "Rawlings."