



THE MARKET

Over the past three years, Rawlings' expansion into new markets bolstered the 126-year-old company to new heights in brand awareness and revenues.

Best known for its signature red patch — emblazoned on more than half of Major League Baseball players' gloves during the 2013 season — Rawlings is the aspirational brand for the millions of next-level athletes wanting to become the next Albert Pujols, Matt Kemp, Manny Machado, Yadier Molina, or Justin Verlander.

Rawlings' authenticity at the highest level of sport drives its market share dominance at retail and on neighborhood sandlots and diamonds across the United States. Rawlings recently opened its first Asia-Pacific business operation in Tokyo to manage the international growth of the brand in baseball-playing countries such as Australia, Japan, and Korea.

Rawlings Football continues to grow dramatically since the brand's reentry in football helmet manufacturing in 2011. The first company to produce shoulder pads (in 1902), Rawlings increased its NFL on-field authenticity this year, as hundreds of professional players now join the thousands of collegiate and high school players who choose to wear Rawlings' highly rated football helmets on the gridiron.

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

ACHIEVEMENTS

Since its first inclusion in *America's Greatest Brands* three years ago, Rawlings forged ahead with bold innovations and game-changing new product lines for players of all ages and skill levels.

Rawlings and its new Rawlings S100[®] Pro Comp™ batting helmet was selected as the 2013 Edison Awards Gold Winner in the material science (composites) category, one of 12 categories honored at the prestigious award platform. Constructed of aerospace-grade carbon fiber composite, the new Rawlings S100 Pro Comp batting helmet provides technologically enhanced protection for ball impacts up to 100 miles per hour. Rawlings is the Official Batting Helmet of Major League Baseball and began its

first year of league-wide mandated use of the S100 Pro Comp in 2013.

Using the S100 as the benchmark, Rawlings developed and launched its new Rawlings Performance Rating™ system, a first-of-its-kind batting helmet classification system designed to educate consumers on selecting and purchasing the best option of protective headwear based on expected pitch velocities covering all levels of baseball competition.

HISTORY

Rawlings started as a sporting goods retail store in St. Louis in 1887 before it began manufacturing sporting goods 20 years later.

Although Rawlings created high-end products in golf and tennis into the 1970s, team sports — and specifically baseball — equipment has been Rawlings' best-known product for generations.

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.

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.

Since amateur baseball's adoption of the new Batted Ball Coefficient of Restitution (BBCOR) standard for alloy bats, Rawlings has enjoyed significant market share gains due to its innovative designs and technologies, including the new Rawlings with Trio™ technology premium bat line, the Velo™ increased swing speed bat, and the long-standing 5150[®] and its Precision-Optimized Performance™ (pOp™) technology.

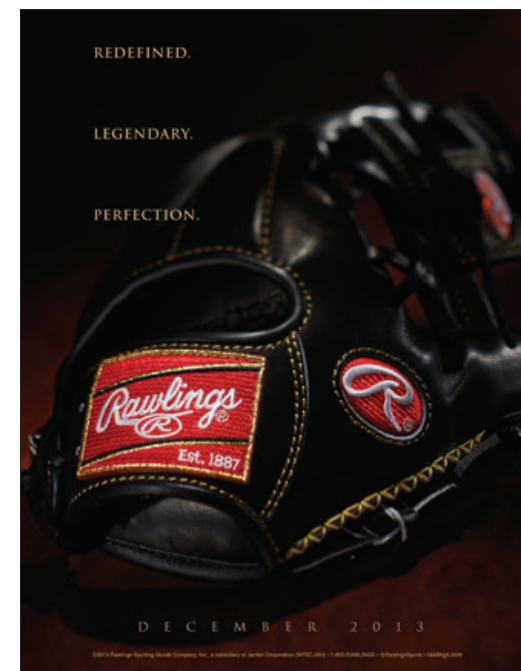
Rawlings' storied wood bats underwent a series of enhanced updates to meet the needs of today's elite players. With two popular barrel designs — Big Stick[®] and Velo — and new technologies such as proprietary machinery designed

to automate the bone-rubbing process, Rawlings is redefining offense worldwide for the game's best hitters.

RECENT DEVELOPMENTS

Starting in 2013, every Major League Baseball player must wear the S100 Pro Comp, further solidifying Rawlings' position as the global authority on protective headwear.

Also in 2013, Rawlings repositioned its marquee glove brand to the summit of its entire



glove portfolio with the new Rawlings Gold Glove[®] fielder's glove line. Featuring Opti-Core™ Technology, the redefined Rawlings Gold Glove fuses the best technologies ever created for fielder's gloves: Rawlings' proprietary SOLID CORE™ Technology and its legendary Dual Core™ Technology.

In addition, 2013 marked the first year that Rawlings integrated sabermetrics into the Rawlings Gold Glove Award[®] selection process, effectively marrying "The Art of Fielding with the Science of Baseball™".

Rawlings continues to expand its football protective headwear market with its NRG™ helmet series, employing 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.

global marketing initiative featuring more than 300 of Rawlings Advisory Staff players from countries around the world, including Australia, 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 2012. 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.

In 2011 Rawlings introduced the Rawlings Platinum Glove Award™ to celebrate the best defender among Rawlings Gold Glove Award winners in each league. The international fan vote elicited responses from more than 25 countries in 2012.

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 stars of today such as Jeter, Verlander, and Pujols — embody Rawlings' core values through their play and dominance in all aspects of the game as well as their character and integrity off the field.

Rawlings, Rawlings Red Label Design, Rawlings Gold Glove Award, Rawlings Gold Glove, 5150, Big Stick, Dual Core, Gold Glove, NRG, NRG Impulse, NRG Quantum Plus, Opti-Core, pOp, Precision-Optimized Performance, Pro Comp, Rawlings Performance Rating, Rawlings Platinum Glove Award, S100, SOLID CORE, The Art of Fielding with the Science of Baseball, The Mark of a Pro, The Finest in the Field, Trap-Eze, Trio, 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 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.
- Since that inaugural Rawlings Gold Glove Award team in 1957, only 311 MLB players can call themselves Rawlings Gold Glove Award winners.