



2006 BASEBALL EXPRESS CAPE COD HIGH SCHOOL CLASSIC

POWERED BY BASEBALL FACTORY AND TEAM ONE BASEBALL

NEWS RELEASE

For Release: Jason Budden
Baseball Factory
(800) 641-4487
jason@baseballfactory.com

In addition to Baseball Express, title sponsor of the Cape Cod High School Classic, three other top organizations to assist in development of the second annual event.

PUMA, Louisville Slugger and Diamond Baseball join Baseball Express in sponsorship of the 2006 Cape Cod High School Classic

COLUMBIA, MD, July 24, 2006 – Once again in 2006, Baseball Express will serve as the title sponsor of the second annual Cape Cod High School Classic. Baseball Express Inc., one of the nation's leading distributors of high performance baseball equipment, apparel, and footwear has agreed to become the title sponsor of the High School Classic. Baseball Express' title sponsorship of the Cape Cod High School Classic solidifies the company's support of premier amateur baseball events. Additionally, the sponsorship agreement provides the Cape Cod High School Classic with financial and promotional support to help promote the game to a wider audience.

In addition, Baseball Express has sponsored the Home Run Derby, which will feature six players competing with wood bats. Last year's champ was Devin Shepherd who hit six home runs to win the inaugural Baseball Express Cape Classic Home Run Derby. Baseball Express will also sponsor the Defensive Play of the Game, as determined by MLB.com, Baseball Factory, and Team One Baseball.

PUMA® North America, the athletic brand that fuses the influences of sport, fashion and lifestyle, is the presenting sponsor of the event. As presenting sponsor, PUMA will host a pre-game event, which will take place the evening before the Baseball Express Cape Cod High School Classic. PUMA continues to be a strong supporter of baseball and has been partnered with Baseball Factory and Team One since 2003. Committed to the game and players throughout all stages of their career, PUMA is proud to honor the athletes selected for the High School Classic and celebrates their success at this event. The pre-game event will include food, refreshments and entertainment by a local DJ.

-more-



Louisville Slugger will serve as the official bat sponsor for the Baseball Express Cape Cod High School Classic. Louisville Slugger is the official bat of Major League Baseball and is the bat swung by four of the last five College World Series champions.

Diamond Baseball will serve as the official ball for the Baseball Express Cape Cod High School Classic. Diamond has provided dozens of baseballs for use during the Home Run Derby and game.

About Baseball Express, Inc.

Baseball Express is a premier national multi-channel marketer of high-performance baseball sporting goods. Baseball Express maintains a year-round supply of the latest top-of-the-line equipment, apparel, shoes, and accessories from the industry's most recognized sporting goods manufacturers. Baseball Express sells products through the Company's catalog, "Baseball Express"; web site, www.baseballexpress.com; and a Team & League sales force, serving players, parents, coaches, and institutional customers. Since the company's founding in 1990, Baseball Express has become the most trusted source for players, coaches and baseball organizations seeking the latest, most advanced quality baseball sporting goods.

About PUMA Baseball

PUMA® is the global athletic brand that successfully fuses influences from sport, lifestyle and fashion. PUMA's unique industry perspective delivers the unexpected in sportlifestyle footwear, apparel and accessories, through technical innovation and revolutionary design. Established in Herzogenaurach, Germany in 1948, PUMA distributes products in over 80 countries. For further information please visit www.puma.com.

For more information on PUMA baseball, log on to www.pumabaseball.com.

About Baseball Factory

Baseball Factory provides baseball players nationwide with the very best instruction, tournament competition, and college planning and placement. From day one, Baseball Factory has understood the uncertainty of being a high school player heading to college. That is why Baseball Factory has developed programs to provide players, parents, high school coaches, college coaches, and professional scouts with year round guidance and information so that they all can benefit from Baseball Factory's longstanding relationships in the baseball community. Baseball Factory holds over 100 events nationwide each year and has over 30 full-time employees on staff featuring some of the best scouts, former college coaches and professional players in the business.

About Team One Baseball

Team One Baseball provides exposure opportunities for the nation's top high school players to come together and play in front of large amounts of scouts and college recruiters through the company's showcase events. The Team One Showcases have featured 130 players who have played or are currently playing in the Majors including New York Mets' third baseman and 2006 National League All-Star David Wright, Oakland A's third baseman and five-time Gold Glove winner Eric Chavez, 2003 Cy Young winner Roy Halladay (Toronto Blue Jays), Texas Ranger's third baseman and two-time All-Star Hank Blalock among others.

