

NEWS RELEASE

<News Release>

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PR14-S007

Official Game Ball of the 2014 FIBA Basketball World Cup to Feature a Custom Design



Molten Corporation, one of the world's leading manufacturers of competition quality sports balls, will provide the official game ball for the 2014 FIBA Basketball World Cup. This prestigious event, formerly known as the FIBA World Championships, is the flagship event of the International Basketball Federation (FIBA) and will take place in Spain from August 30, 2014 through September 14, 2014.

The GL7 game ball will combine Molten's trademark 12-panel, two-tone Giugiaro design, which has been used for three straight tournaments since the tournament was held in Japan in 2006, with a new custom 2014 Basketball World Cup design. Created in collaboration with FIBA, this will be the first time a custom designed ball has been developed exclusively for an individual FIBA event, incorporating the elements of the championship's brand identity.

As a global sponsor of FIBA, Molten has been the official game ball supplier to the FIBA World Championships since 1982. Their top leather basketballs have served as the official game ball for numerous international tournaments and competitions, including the Olympics. Guided by their brand statement, "For the real game," Molten is committed to producing the absolute best products to serve the global basketball community and support the growth of the sport worldwide.

■ Custom Game Ball Design for the Tournament

The 2014 FIBA World Cup logo developed by FIBA for the tournament celebrates the beauty of the host country, Spain. Inspired by the energy and passion of the Spanish culture, the 2014 logo features a 'flamenco' design, juxtaposing the sport of basketball with the complexity and vibrant spirit of dance. The official game ball combines this logo with Molten's trademark 12-panel, 2-tone GIUGARO design, to create a truly unique appearance while increasing the ball's visibility on the court for both athletes and spectators.

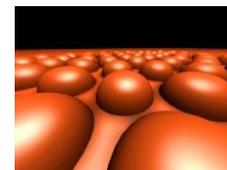


■ GL7 Technology

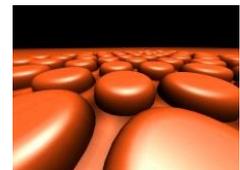
1. Molten Flat-Pebble Surface

Molten has modified the standard pebble surface of the basketball to have a smoother texture. This flat-pebble surface provides an increased area of contact to deliver maximum grip and ultimate ball control.

Typical Ball



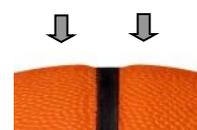
GL7



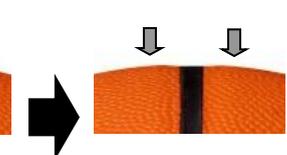
2. Molten Full-Flat Seam

By flattening the area around the seams and eliminating the difference in height, Molten's full-flat seam basketballs provide more consistent backspin and stable, accurate shooting and passing no matter how the ball is held.

Typical Ball



GL7



■ Molten's Giugiaro Design Series Basketball Used Worldwide

The GL7, GL6 and other basketballs from Molten's Giugiaro Design Series have been used as the official game ball by numerous national and international basketball organizations worldwide, including: FIBA; FIBA Europe; FIBA Asia; FIBA Americas.

■ Product Overview

			
	Game Ball	Replica	
Name	GL7	GM7	GR7
Number	BGL7-WC14M	BGM7-WC14M	BGR7-WC14M
Material	Natural leather	Synthetic leather	Rubber
Official Approval	FIBA (International Basketball Federation) official approved ball		
Intellectual Property Rights	Registered design		
Producer Country	Made in Thailand		

■ About Molten

Molten, a manufacturer of balls and sports equipment, has been making and marketing basketballs, volleyballs, soccer balls and handballs of uncompromising quality since 1958. Molten continues to raise global standards, supplying the official game balls and sports equipment for major leagues, teams and international tournaments around the world.

For further information, please visit www.molten.co.jp.

■ For the real game

Molten's brand statement, "For the real game", encapsulates what we hope to accomplish through our products and activities. It is our conviction that the real game happens only when impeccable balls and sports equipment enable athletes to realize their full potential and maximize performance.

■ Product image data (JPEG) is also available

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