

FOR IMMEDIATE RELEASE

FIESTA ON SIESTA KEY

FRIDAY, JANUARY 31, 2012

CONTACTS: TOM COLLETT (352) 317-0794

DAVID CARSTENSON (727) 639-3905

WILSON NAMED THE OFFICIAL VOLLEYBALL OF THE 4th ANNUAL FIESTA ON SIESTA KEY

SIESTA KEY, FL. – The Wilson Collegiate Sand Volleyball, has been chosen as the official ball of the Fourth-Annual *Fiesta on Siesta Key* sand volleyball event, it was announced Tuesday.

At the center of every product Wilson creates is a relentless dedication to innovation and quality. It's this commitment to unrivaled excellence that led to the decision for the Wilson Collegiate Sand Volleyball to be chosen as the official ball of the Fourth-Annual *Fiesta on Siesta Key* sand volleyball event.

The Wilson Collegiate Sand Volleyball is a hand-constructed ball providing the ultimate in performance and durability for today's top collegiate sand volleyball players. Utilizing the latest head-sewn volleyball materials, the Collegiate Sand Game Ball is constructed with the finest materials and most exquisite craftsmanship to provide truly superior beach performance.

"We're enthused that we have partnered with Wilson," Fiesta Co-Director David Carstenson said. "The Wilson volleyball that the student-athletes will be competing with was specifically designed for collegiate beach competition and conforms to the highest standards of international sand volleyball competitions".

"Wilson Volleyball is proud to sponsor the *Fiesta on Siesta Key* volleyball tournament and to provide its college players the world's best volleyballs for their volleyball tournament," says Enrico DiMario, Wilson's Global Business Manager for Volleyball. "Wilson is proud to be an integral partner in supporting the emerging sport of college volleyball and helping grow the sport of sand volleyball."

Wilson is honored to be the Official Volleyball of this highly coveted collegiate event. The best sand volleyball on the market partnering with the one of largest volleyball collegiate events is the beginning of a truly successful partnership.

The Fiesta on Siesta Key will take place April 13 & 14, 2012 in Siesta Key, Fla. For more information, please log on to www.fiestaonsiестаkey.com.

Chicago-based Wilson Sporting Goods Co., a division of Amer Sports, is one of the world's leading manufacturers of sports equipment. The company designs, manufactures and distributes advanced equipment that helps players improve their performance. Wilson's core categories include: Baseball, Football, Basketball, Softball, Bats, Volleyball, Soccer, Youth Sports, Uniforms/Apparel, Golf, Footwear, and Racquet Sports (Tennis, Racquetball, Squash, Badminton and Platform Tennis).

www.wilson.com

--- www.fiestaonsiестаkey.com ---