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NATIONAL VOLLEYBALL LEAGUE RENEWS MIKASA PARTNERSHIP WITH MULTI-YEAR CONTRACT

FOR IMMEDIATE RELEASE: Port Saint Lucie, FL – February 24, 2017 – The NVL is proud to announce the renewal of their sponsorship commitment from Mikasa. In line with its motto, Mikasa is opting to “Team With The Best,” having partnered with the NVL for multiple years now, it will continue to be touted as “the official volleyball of the National Volleyball League.”

“Mikasa Corporation is honored to support NVL as the exclusive official game ball supplier. With this renewed partnership, we sincerely hope that Mikasa Corporation will play an effective and productive role in the continued growth of beach volleyball together with NVL”, said Mr. Yuji Saeki.

NVL Founder Albert “AL-B” Hannemann expressed his excitement over the renewal of this epic, longtime partnership:

“We are thrilled and excited about renewing our partnership with this industry leader. Mikasa has supported us for the past four years and it means a lot to our organization to have their continued support and commitment to growing the sport together for many more years to come.”

Beach volleyball is now the fastest growing sport in history at the collegiate level. This fast growth has contributed to the NVL completing six successful years as a professional tour and developing the only beach volleyball academy with full time school in the United States at the Club Med Resort in Port St. Lucie, Florida.

About The National Volleyball League

Established in 2010, the NVL is a professional beach volleyball league built by players for all players, united in one mission: to create a sustainable future for pro beach volleyball in the U.S. Heading into its 7th professional season, a national grassroots series, and the Club Med NVL Volleyball Academy, the NVL is the only national platform for current professionals and players

of all levels to showcase their talents and pursue their aspirations in the sport. With sand volleyball now a sanctioned high school sport and an NCAA collegiate sport, the NVL is building the infrastructure for young players to achieve their dreams. For more information about the NVL 2017 Pro Beach Volleyball Tour, please visit the NVL website at www.thenvl.com and follow on Facebook, Twitter and Instagram

About Mikasa Sports

Before there was a cross-trainer, instant replay or endorsement deals, Mikasa Sports has been creating and perfecting the most important part of the game: the ball. It all started in Hiroshima, Japan in 1917. We set the standard before there was one, and never lost the thing that makes all sports great. Passion!

In 1973 Mikasa arrived in California to set up its North American headquarters where it could better satisfy the demand of its great athletes. True to our roots, we established our great reputation in volleyball. But we didn't stop there. We took this same drive and passion and applied it to basketball, soccer, football, water polo, rugby, tetherballs, kickballs, dodgeballs, and playground balls. While we made great inroads in both professional and Olympic sports, we never forgot the place where all sports began: the playground.

While the rules of the game haven't changed much, the athletes, coaches, arenas, and fans sure have. Athletes are faster, strategies more complex; stadiums have become monuments and fans more demanding. Competition has been raised to a whole new level and every athlete has come to expect the very best. Every sport revolves around one thing: the ball.

We understand the passion and inspiration it takes to be an athlete, no matter what level. We feel the same way about our athletic game balls. We put that same passion and inspiration, coupled with the best technology, into every ball we make. The balls we make roll off the production line as close to perfection as possible. It's the only way we know how to make a ball.

Mikasa. It all starts with the ball.

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