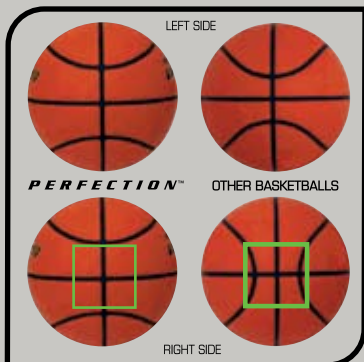


7 STEPS TO PERFECTION®



SYMMETRICAL DESIGN

Perfection's® symmetrical design gives you a perfectly balanced ball. Unlike any other basketball, the two halves of the ball are identical. This means greater consistency in shooting, passing, catching, rebounding and ball handling.

BALANCED PANEL WIDTHS

By spreading out the channels, *Perfection's*® balanced panel design provides 48% less channel material than other basketballs in the channel crossing area shown to the left. *Perfection's*® balanced panel widths give you the best feel, the best balance, and the best performance in basketball.



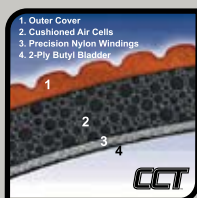
ELIMINATION OF CHANNEL CLUSTER

Perfection® eliminates the lumpy, uneven channel cluster that causes inconsistent bounce and forces players to rotate the ball before passing or shooting.



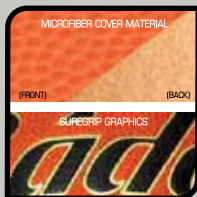
STEALTH SOFT-VALVE SYSTEM™ PATENT PENDING

Baden's patent pending *Stealth Soft-Valve System*™ consists of thousands of tiny air cells softening the valve and the entire valve panel making it undetectable to the player. Other basketballs have hard, rigid valve zones that create bad bounces and inconsistent feel. Baden's *SSS*™ provides the best feel and most consistent performance in basketball.



CUSHION CONTROL TECHNOLOGY™ PATENTED

Baden's patented *Cushion Control Technology*™ forever changed the way basketballs are made. *CCT*™ consists of thousands of tiny air cells that form a "cushioned" carcass. *CCT*™ provides a softer feel and gives the ball a truer bounce and longer life.



COVER MATERIAL & SUREGRIP™ GRAPHICS

Baden's exclusive ultra microfiber cover creates the best feeling basketball on the market. It does NOT absorb moisture, does NOT get heavy and does NOT turn dark.

Baden's exclusive *SureGrip*™ graphics eliminate the slick graphic areas on other basketballs by providing a tackified pebble surface that maintains your grip.



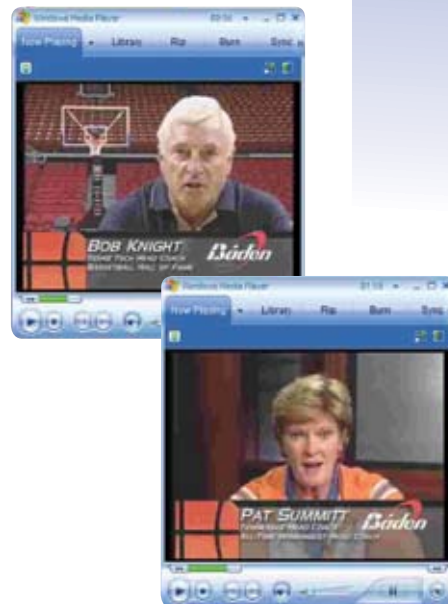
CHANNEL DEFINITION

Perfection's® rounded panels and patented reinforced seams eliminate peeling and splitting. The unique channel design also provides the optimal channel width, depth and transition from the cover material to the channel. This completes *Total Feel Technology*™



BX7E/BX6E
Perfection Elite

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