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Super Bowl XLII MVP Located In Rural Midwest Town

Ada, Ohio – home to the world's only dedicated football factory – prepares to craft Official Super Bowl Game Ball.

ADA, OHIO—January 15, 2008—Tom Brady, Philip Rivers, Eli Manning and Brett Favre could not throw a single touchdown pass in this year's Super Bowl were it not for the hard working people of Ada, Ohio. Home to the Wilson Football Factory, the people of Ada (population 5,847) carry on a tradition that has made Wilson Sporting Goods Co. an enduring part of American football lore. Wilson has made the official NFL Game Ball since 1941 and its workers take as much pride in stitching panels and pounding seams as an NFL quarterback does in reading defenses and throwing touchdown passes.

The Wilson Football Factory's dedication and commitment to quality construction extends more than six decades and stands as a true testament to American craftsmanship.

"Our Ada, Ohio Football Factory workers exemplify all the qualities of a Super Bowl team," says Dan Riegle, Wilson Factory manager. "Averaging more than 20 years of experience, our employees are passionate and proud to make game footballs for all of the the premier events in sports. And we're extremely honored to have made game balls for every Super Bowl that's ever been played."

When it comes to making high performance, game quality footballs, Wilson maintains the "Home Field Advantage". The Wilson Football Factory remains the only factory that produces game footballs in America. Two weeks before the Super Bowl, workers at the Wilson Football Factory will begin inscribing hand selected Super Bowl Game Balls with the names of the final two teams. Wilson couriers will then rush 120 of these balls to Arizona's University of Phoenix Stadium where they will await kickoff on Sunday, February 3, 2008.

Beginning in late January, Wilson will assemble a miniature version of its Ada Football Factory in Arizona at the NFL Experience, the Super Bowl's interactive theme park. Here fans can learn how an NFL Super Bowl game ball is made from the legends who have been crafting them for 42 years.

Established in 1955, the Wilson Football Factory produces more than 700,000 game footballs annually and stands as the only dedicated football factory in the world. Located approximately 80 miles northwest of Columbus, Ohio, the factory employs 150 workers and includes many second and third generation workers.

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

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