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MEDIA RELEASE

CIF-SS/HEAD PENN ANNOUNCE RENEWAL OF PARTNERSHIP

LOS ALAMITOS - The California Interscholastic Federation-Southern Section (CIF-SS) and HEAD Penn Racquet Sports have announced the signing of a four-year renewal agreement with Penn as the Official Tennis Ball of the section.

The partnership is effective immediately for the next four boys and girls tennis seasons through 2026.

“We are very pleased to announce the extension of our partnership with Penn as our official tennis ball,” said CIF-SS Commissioner of Athletics Rob Wigod. “We truly value our long-term relationship with this outstanding company and look forward to many more years of working together in service to our member schools.”

Penn Tour – Penn’s long-lasting premium tennis ball specifically designed for consistency and longevity for high performance – will be the exclusive tennis ball for the CIF-SS, CIF SoCal and NorCal Boys and Girls Regional Tennis Championships. Its proprietary rubber core technology retains the pressure inside the ball for a prolonged period of time, and the extremely durable and highly visible LongPlay felt extends the overall life of the ball, making it a popular choice for varsity tennis.

“Penn is very excited to renew our long-term partnership with the CIF Southern Section,” said Jeff Ratkovich, Senior Business Manager for Penn balls at HEAD Penn Racquet Sports, North America. “We are committed to supporting high school tennis with our performance HEAD and Penn equipment through our multi-year partnership. High school tennis athletes represent the future of our sport and we are excited to continue this sponsorship so that they can look forward to playing with Penn tennis balls throughout the post season play-offs at both section and state levels.”

About HEAD Penn Racquet Sports

HEAD is a leading global provider of premium, high-performance equipment and apparel for athletes and players, at all levels. We have five divisions: Winter Sports, Racquet Sports, Water Sports, Sportswear and Licensing. We sell products under the brands: HEAD (alpine skis, ski bindings, ski boots, snowboard and protection products, tennis, racquetball, paddle, squash, pickleball, tennis balls and tennis footwear, sportswear and swimming products) PENN (tennis balls, pickleballs and racquetballs) TYROLIA (ski bindings) MARES, SSI and rEvo (diving) LiveAboard (diving holidays, dive tours) ZOGGS (goggles, swimwear and equipment) INDIGO (skis, ski helmets, ski goggles, ski accessories, snowboards and other ski gear). Since our launch in 1950, we’ve achieved a reputation for cutting-edge design, engineering excellence and a passion for championing all sport, everywhere. World-class performance demands the very best equipment and that’s why, at HEAD, our purpose is to give athletes and players at every level, exactly what they need to win.

About CIF Southern Section

The CIF Southern Section is comprised of 560 member schools and is one section in the 10-section California Interscholastic Federation, the largest state association in the country. The Southern Section, if it were its own state association, would rank No. 10 (behind Texas, California, Ohio, Illinois, New York, Michigan, Pennsylvania, Florida, and Missouri).

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