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PRESS RELEASE

CALIFORNIA INTERSCHOLASTIC FEDERATION - SOUTHERN SECTION

FOR IMMEDIATE RELEASE

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PEARL LACROSSE AND CIF-SS ANNOUNCE BALL PARTNERSHIP

LOS ALAMITOS, CA - Today the CIF Southern Section and PEARL Lacrosse announced a three-year partnership for PEARL to be the Official Championship Ball in the CIF-SS sports of boys' and girls' lacrosse commencing with the 2024-2025 school year.

"We are honored to be chosen as the official ball of the CIF-SS lacrosse championships," stated PEARL CEO and Founder, Erin Hanson. "This partnership demonstrates our commitment to excellence and our support for the growth of high school lacrosse, and it shows CIF-SS's commitment to providing their athletes with the highest quality products available."

"We are eager to provide student-athletes with top-quality lacrosse balls and contribute to the sport's continued success across California," added Hanson. The CIF Southern Section boasts 565 member schools and more than 2,800 championship playoff events.

"I am very excited that the CIF Southern Section has established an official ball agreement with PEARL for the sport of Lacrosse," said CIF-SS Commissioner of Athletics, Mike West. "Partnering with a company such as PEARL is another example of our commitment to provide member schools the opportunity to purchase the highest quality product at a competitive price." The three-year agreement will run through June 2027 and requires mandatory usage by CIF-SS member schools during the playoffs and championships in the sports of boys' and girls' lacrosse.

About CIF Southern Section

The CIF Southern Section is comprised of 565-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 California, Texas, Ohio, Michigan, New York, Illinois, Pennsylvania, Florida and Missouri).

About PEARL

At PEARL Lacrosse, our goal remains the same: advance technologies to bridge the gap between the products that athletes deserve/need and what is currently available on the market. The first PEARL ball was engineered in 2015 to address the greasing issue with rubber lacrosse balls. Our team introduced the American made PEARL X, a greaseless game day ball. PEARL X is now the official ball of the NCAA® Championships.

Our team has expanded the PEARL line by adding LT, a textured ball, NX, a no-bounce practice ball, and Dual X, the first two-toned lacrosse ball. PEARL continues to innovate the lacrosse ball and create products that are reliable, consistent and innovative.



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