



CALIFORNIA INTERSCHOLASTIC FEDERATION

STATE MEDIA RELEASE

4658 DUCKHORN DRIVE • SACRAMENTO, CA 95834 • (916) 239-4477 • FAX (916) 239-4478 • CIFSTATE.ORG

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Contact: Rebecca Brutlag
Media Relations Officer
rbrutlag@cifstate.org

Eastbay Named Exclusive Team Sports and Sporting Goods Retailer of the CIF

SACRAMENTO, CALIF. – California Interscholastic Federation (CIF) and Eastbay have announced the signing of an agreement that names Eastbay as the exclusive team sports dealer and sporting goods retailer of the CIF through 2024. This partnership will provide school districts, CIF-member schools and teams with a single source of major brands for school apparel, uniforms, footwear and equipment needs. In addition, Eastbay will also offer the broader campus communities access to Eastbay's substantial retail portfolio through CIF-specific promotions and programs.

"We welcome Eastbay to the CIF family," said CIF Executive Director Roger L. Blake. "With Eastbay's storied success in the sporting good world we look forward to developing a strong partnership."

"It's exciting to join the CIF family," said Eastbay VP – Field Sales & Marketing Ken West. "Eastbay and the CIF are perfectly aligned partners, and our enhanced ability to more directly connect with students and athletes will allow us to provide them with more dynamic experiences than ever before and deliver the products and content that's important to them."

Eastbay General Manager Sreeharsha Upadhyayula adds, "We're honored to be a strategic partner with the California Interscholastic Federation. It's a terrific opportunity for two outstanding organizations to help athletes succeed on and off the court."

About the California Interscholastic Federation

The California Interscholastic Federation (CIF) was created in 1914 and is the governing body for high school sports in the state of California. CIF is uniquely positioned to foster student growth in values and ethics. CIF's ideal of "Pursuing Victory with Honor," provides the opportunity to influence the actions of the athletic community. CIF strives to promote equity, quality, character and academic development. CIF is a nonprofit federation and the state office, located in Sacramento, Calif., represents the interests of its member Sections. The 10 Sections represent geographic regions within the state: Central, Central Coast, Los Angeles City, North Coast, Northern, Oakland, Sac-Joaquin, San Diego, San Francisco and Southern. CIF represents 1,587 public and private member schools and more than 831,000 student-athletes. CIF conducts Regional and State Championships in badminton, cross country, football, volleyball, tennis, wrestling, basketball, soccer, swimming & diving, track & field, golf and water polo. CIF Sections conduct championships in more than 22 sports.

About Eastbay

Eastbay was established in Wausau, Wisconsin, in 1980 by two high school coaches looking to supply their teams with performance cleats and product they couldn't find in nearby sporting good stores. They created a mail-order catalog and eventually a web site with sports and athletic lifestyle products that found customers around the world. As a top-tier retailer of athletic shoes, apparel, and equipment, Eastbay has close relationships with vendors including Nike, Jordan, adidas, Under Armour, PUMA, New Balance, ASICS, and dozens of other sports-inspired brands. Eastbay fulfills more than 30,000 orders per day from its 500,000-square-foot warehouse. Eastbay has been part of the Foot Locker Inc. family since 1997.