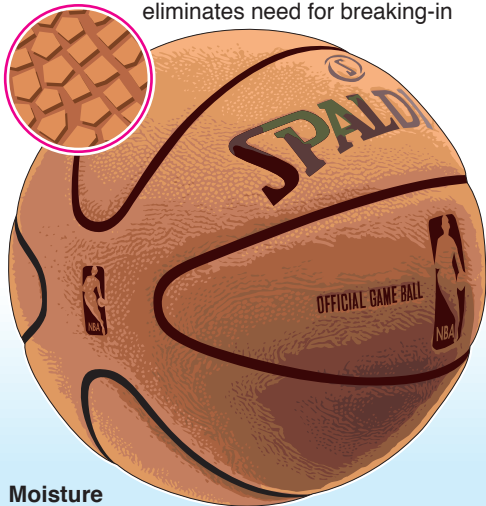


New official game ball for NBA season

The new NBA game ball – the first change in over 35 years and only the second new design in 60 seasons – has received mixed reviews from players despite being designed to provide better grip and a more consistent response than the old leather ball

SPALDING CROSS-TRAXXION BALL

Microfibre composite: Synthetic surface eliminates need for breaking-in

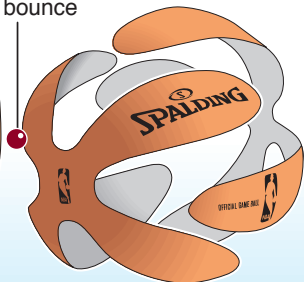


Moisture control: Moisture spreads evenly over surface for rapid evaporation. Critics say ball is slippery when wet

1970: Eight oblong panels replace traditional four-panel design



2006: Two cross-shaped panels – fewer seams allow for better grip and truer bounce



Tests at University of Texas-Arlington show ball bounces 5-8% lower than leather ball when dropped from 1.2m

Sources: NBA, Spalding
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