

## **3/22/09: Simonis and the USBA Reach 3-Year Agreement**

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### **FOR IMMEDIATE RELEASE**

#### **Iwan Simonis Incorporated and the United States Billiard Association (USBA) announce three-year sponsorship arrangement for the USBA Tour and the USBA National Championships.**

Gurnee, IL – March 23, 2009 – Iwan Simonis and the USBA are pleased to announce the finalization of a multi-year sponsorship arrangement which will guarantee that USBA events will be played on the internationally renowned Simonis 300 Rapide carom cloth. "Given our longstanding relationship with the USBA, it just makes sense for [Simonis and the USBA] to have this kind of arrangement" stated Ivan Lee, President of Iwan Simonis, Inc. "In these uncertain times, the USBA needs to focus on growing their tour and not worrying about sponsors."

The multi-year deal makes Simonis the exclusive cloth sponsor to the USBA, including both the USBA tour and the USBA National Championships. Bob Jewett, President of the USBA commented, "Simonis has been the main sponsor for the USBA National Championships for many years and has helped out with the National Qualifiers for at least a decade. Their generous increase in support came at an important time for the organization as we try to increase membership during a difficult economic situation. We hope to make the relationship as beneficial to Simonis as it is to the USBA."

#### **About Iwan Simonis**

Founded in 1680 in Verviers, Belgium, Iwan Simonis is the premier cloth manufacturer to the billiard industry. Simonis cloth is distributed globally through a network of carefully selected dealers that are committed to uphold the company's longstanding commitment to quality. *Simonis cloth... Authentic. Accurate. Always.* For more information, visit [www.simoniscloth.com](http://www.simoniscloth.com) or [www.iwansimonis.com](http://www.iwansimonis.com)

#### **About United States Billiard Association**

The USBA is the governing body for all Carom Billiard games in the USA, in particular, 3-Cushion Billiards. For more information visit [www.usba.net](http://www.usba.net)

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