

FOR IMMEDIATE RELEASE

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ROX VOLLEYBALL SIGNS ENDORSEMENT DEAL WITH OFFENSIVE VOLLEYBALL POWERHOUSE DESTINEE HOOKER

ST. AUGUSTINE, FL (SEPTEMBER 7, 2010) – Rox Volleyball announced today the signing of Destinee Hooker to a multi year endorsement contract. Hooker is one of the most explosive offensive volleyball players in the world. She is fresh off her gold medal win at the FIVB World Grand Prix in Ningbo, China where she led the US team in kills during the tournament.

“I am thrilled to be a part of the Rox Volleyball family and represent a brand that I feel provides cutting edge performance and is fashionable.” said Hooker. “I thank God for the opportunity to partner with Rox to elevate national interest in women’s volleyball. Rox and D-Hook, Now, that’s the ticket!”

“Destinee’s accomplishments as an athlete both at the college and professional levels make her a great ambassador for Rox Volleyball,” says Danielle Olson, President at Rox Volleyball. “She is a player we have had our eye on for a while.” In 2011, Rox plans to launch a Destinee inspired apparel line.

A true athlete, Hooker originally attended the University of Texas for track and field where she was a six time All American and holds the NCAA National Indoor High Jump record at 6’6. During her volleyball career at UT she was named a Honda Award Finalist and AVCA All America first team. Last December, she lead her team to the NCAA National Championship in Florida only to lose to a 3 set comeback by Penn State. Despite their loss, Hooker was still named MVP of the tournament.

During the last year, Hooker has played professionally on an international level for Corozal Pinkins in Puerto Rico and GS Caltex Club in Seoul, Korea. In 2010, her offense led to Pinkin winning the Championship and Hooker being named MVP of the series.

About Rox Volleyball

The idea behind the Rox brand was to transcend the world of volleyball apparel by fusing performance and function with trendy and fashionable style.

A team of current and former volleyball players created the brand itself. Players that believe in the idea of a uniform being perfectly functional yet stylish enough to keep up with the ever changing fashion trends. For more information please visit www.roxvolleyball.com .

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