

March 1, 2011

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Zebra Pen to be Title Sponsor of College Basketball Invitational

PRINCETON, N.J. – Zebra Pen has signed on to be the Title Sponsor of the College Basketball Invitational.

"We are proud to serve as the official title sponsor of the College Basketball Invitational," says Clem Restaino, president of Zebra Pen. "This is as great of an opportunity for Zebra Pen as it is for the 16 teams that will compete in this tournament. It will allow us to increase our brand awareness while helping these basketball programs gain the postseason experience necessary in their pursuit to win a national championship. We are looking forward to a great tournament."

"We are delighted to have Zebra Pen as the Title Sponsor of the CBI," says Rick Giles, president of the Gazelle Group. "Zebra Pen and the CBI are similar in that the reputation and the national recognition of both continue to get stronger every day. This is a perfect match."

Zebra Pen Corp., leaders in the writing instrument industry for more than 110 years, is the maker of a full line of writing instruments including ball point, gel and roller ball pens, mechanical pencils, and highlighters. A top manufacturer of writing instruments in the world, Zebra Pen's Z-Grip line is currently the number one selling ball point pen in America. Zebra Pen creates innovative, user-friendly, high-value, quality writing products that can be found in major retail locations nationwide.

The fourth annual CBI presented by Zebra Pen will again consist of 16 teams vying for a national championship. Two of the eight First Round games will commence on Tuesday, March 15 with the remaining First Round games being played on Wednesday, March 16. The Quarterfinal Round will take place on Monday, March 21 with Semifinal Round games being played on Wednesday, March 23.

A unique feature of the CBI presented by Zebra Pen is its best-of-three Championship Series, which begins on Monday, March 28 and continues on Wednesday, March 30. Should a third game be necessary, it will be played on Friday, April 1.

Every game of the CBI presented by Zebra Pen will be played on campus, providing fans the opportunity to follow and support their team.

HDNet will serve as the primary television outlet for the CBI presented by Zebra Pen. HDNet, which is owned and was founded by Dallas Mavericks' owner Mark Cuban, reaches in excess of 23 million homes.

About Zebra Pen

Zebra Pen Corporation was founded in New York in August 1982 as an independent corporation wholly owned by Zebra Co., Ltd., of Tokyo, Japan. A New Jersey based writing instrument manufacturer, Zebra Pen Corporation's mission is to distribute products that are of the highest quality, providing value to the customer and meeting their overall writing needs with a wide variety of writing instruments. Zebra Pen Corporation offers a full line of writing instruments including ball point pens, gel pens, roller ball pens, mechanical pencils, and highlighters. Today, with more than 110 years of excellence behind them, Zebra Pen Corporation is leading the way with a wide range of quality writing products. For more information, visit www.zebrapen.com.

About Gazelle Group

The CBI presented by Zebra Pen is produced by The Gazelle Group of Princeton, N.J. The Gazelle Group is a sports marketing firm specializing in event production and management, client representation, and sponsorship consulting. Gazelle produces numerous nationally-recognized events, such as the 2K Sports Classic, the CBE Classic, the Legends Classic, and the All-American Championship. The Gazelle Group is a member of USA Basketball. For more information on The Gazelle Group, please visit www.gazellegroup.com.