

ACE Brand Launches New Line of Sports Medicine Products

ACE Brand Expands Into New Sporting Goods Category and Partners with Little League Baseball and Softball

ACE™ Brand from 3M Company announces the launch of [ACE Brand Sports Medicine Products](#), an innovative new product line that gives young athletes the support and protection they need to be at the top of their game. The new collection marks the brand's expansion into the sporting goods category and features ACE Brand's trusted technology within a variety of sports medicine products designed to help athletes *protect, compete, and win*. As part of the launch, ACE Brand has partnered with [Little League® Baseball and Softball](#), the world's largest youth sports organization, to support youth athletes nationwide.

"We are excited to launch ACE Brand Sports Medicine Products this summer in conjunction with the Little League Baseball World Series, as the official sports medicine products sponsor," said Taylor Harper, marketing manager, ACE Brand Sports Medicine Products, Consumer Health Care Division. "With this unique product line, we continue to deliver on the ACE Brand's commitment to help athletes stay off the sidelines and in the action – where they belong."

Reaching a new generation, ACE Brand Sports Medicine Products feature the new Custom Dial Ankle Brace, Elbow Strap and Knee Strap, along with additional braces and supports as well as elastic bandages, protective gear, tapes/underwraps, hot/cold therapy, and other sports accessories. The product line has three levels of support for sports such as baseball, basketball, football, golf, hockey, soccer, tennis and volleyball. The products are designed to provide support for athletes, aid in their recovery from athletic pains and help protect them from injuries that may occur during a competitive game. The ACE Brand Sports Medicine Product line can be found in the sporting goods section of major retailers, including Walmart, and at the United States Armed Forces exchanges at MCX, Exchange, and NEX Navy Exchange around the country.

The ACE Brand Sports Medicine partnership with Little League Baseball and Softball solidifies the brand as a leader in sports medicine products and further strengthens its visibility with young athletes. It will be utilized at the 2013 Little League Baseball World Series in Williamsport, Pennsylvania from August 15-25. In addition to a presence at the Little League Baseball World Series, ACE Brand Sports Medicine Products is offering an All-Stars Sweepstakes, giving young athletes a chance at winning a \$5,000 grand prize plus a \$5,000 donation to a local organization.

"Our national sponsors are such an important aspect to our organization, and we are excited to build a new relationship with ACE Brand Sports Medicine Products," said Liz DiLullo Brown, Little League vice president of marketing and strategic partnerships. "With such a strong history of keeping athletes performing at their highest level, both ACE Brand Sports Medicine Products and Little League have a commitment to the future of our young baseball and softball players, both on and off the field."

For more information about the ACE Brand Sports Medicine Products, visit www.ACEBrandSports.com or www.facebook.com/ACEBrand.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](https://twitter.com/3MNews) on

Twitter.

About Little League®

Little League® Baseball and Softball is the world's largest organized youth sports program, with nearly 2.4 million players and one million adult volunteers in every U.S. state and scores of other countries. For more information, visit LittleLeague.org, or follow the Little League on Facebook (facebook.com/LittleLeagueBaseballAndSoftball) or Twitter (twitter.com/LittleLeague).

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ACE Brand Adjustable Knee Support (Photo: ACE Brand)

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