



BPONG.COM™ PARTNERS WITH SPENCER'S AS THE EXCLUSIVE MALL RETAILER FOR OFFICIAL 'WORLD SERIES OF BEER PONG™' GEAR

Spencer's Now Carries Everything You Need to Get Your Pong On!

Chicago, Illinois - September 23, 2009—BPONG.COM™, the official governing body of the beer pong universe, announced today a partnership with Spencer's to bring official 'World Series of Beer Pong' branded BPONG™ tables, balls, and cups to the lifestyle mall retailer. Now through December 2010, the BPONG Crew will support the product launch by appearing in select Spencer's stores to host beer pong workshops, demonstrating the latest tricks and techniques.

"With the huge online demand we've experienced for officially branded gear through BPONG.COM, we knew there was a high demand from players to have that gear in retail," said Billy Gaines, co-founder of BPONG.COM and The World Series of Beer Pong. "Spencer's convenient mall locations and trendy, unique products make it the premiere retail destination for twenty-somethings. The BPONG tables, balls, and cups are a perfect fit with their assortment of sports and lifestyle products." Products showcased at Spencer's stores nationwide include BPONG Official 'World Series of Beer Pong' Tables, BPONG Balls, and BPONG Cups.

"Spencer's is the exclusive BPONG destination in the mall," said Beth Bowman-Taylor, Divisional Vice President for Spencer's. "We carry everything our guests need to practice and compete in the rapidly growing sport of Beer Pong including tables, balls, and cups. The popularity of the game is being strongly fueled by BPONG.COM's Satellite beer pong tournaments and The World Series of Beer Pong. We are looking forward to building the BPONG brand and helping all players get their pong on."

Spencer's is an official sponsor of this year's World Series of Beer Pong V, being held at The Flamingo in Las Vegas, January 1-5, 2010. Beer Pong teams interested in competing in the 2009 BPONG Tour or this year's The World Series of Beer Pong V should sign up at www.bpong.com

For more information about Spencer's locations that will be hosting BPONG workshops, please visit www.SpencersOnline.com.

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ABOUT BPONG.COM:

Founded in 2001, BPONG.COM is the official governing body of beer pong and the Center of the Beer Pong Universe™. BPONG.COM's founders have a deep love and respect for the sport of beer pong, and their website is the largest community for beer pong players to get together online. BPONG.COM also offers the most beer pong gear and equipment of any beer pong website in existence. Their goal is to

bring together the numerous independent leagues across the country and form a single, unified league for the popular and fast-growing sport. For more information, please visit www.bpong.com.

About Spencer Gifts LLC

Spencer's has focused on delivering fun and entertainment for over 60 years. Spencer's is a lifestyle branded retailer, offering a merchandise assortment filled with accessories for your life: to wear, for the room, and for the party. Spencer's is the mall destination for trend right accessories, innovative, humorous, and unique products for our core Generation-Y guest. Spencer Gifts LLC operates approximately 600 stores throughout the United States, Canada and online at <http://www.spencersonline.com/>

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