

STAND F115

Muhammad Ali Enterprises, LLC

[www.ali.com](http://www.ali.com)



Muhammad Ali Enterprises is charged with the responsibility of protecting and perpetuating the legacy of Muhammad Ali and the ideals he stands for. Ali is virtually unmatched across all key measures of athletic celebrity and the values he embodies have been wholeheartedly embraced by a new generation. MAE's ALI70 campaign, in celebration of the icon's

70th birthday in 2012, recognizes Muhammad Ali's core values as central to the brand's positioning and relevance. These values are Respect, Confidence, Conviction, Dedication, Giving, and Spirituality; values that resonate with dozens of brands and millions of consumers worldwide.

