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CONTACT:

Matt Kovacs

Formula

(310) 578-7050

kovacs@formulapr.com

EASTON SPORTS BECOMES OFFICIAL SPONSOR OF BABE RUTH LEAGUE

VAN NUYS, Calif. (Mar. 4, 2009) – Easton Sports – the leading manufacturer of sporting goods equipment – has entered into a multi-year agreement to become an Official Sponsor of Babe Ruth League.

The partnership will provide Easton with extensive marketing opportunities designed to benefit from Babe Ruth League’s popularity and reach.

“We have had a great working relationship with Babe Ruth League for many years. This agreement will help us take it to the next level and gives us a much better opportunity to highlight our brand and our products to a very large audience,” said Mike Zlaket, Executive VP & General Manager of Easton’s Baseball/Softball division.

Founded in 1951, Babe Ruth League is headquartered in Lawrence Township, New Jersey and remains one of the premier amateur baseball and softball programs in the world. Babe Ruth League has increased steadily from its first 10-team league in Hamilton Township, New Jersey to its present combined size of over 1 million participants in more than 9,000 leagues.

“We are obviously pleased to see Easton increasing their commitment to Babe Ruth League and look forward to helping the partnership grow and remain very successful,” added Steven Tellefsen, President/CEO of Babe Ruth League, Inc.

To receive more information or schedule an interview, please contact Formula at 310-578-7050 or via e-mail at kovacs@formulapr.com.

About Easton Sports

Easton Sports, part of the Easton-Bell Sports family of companies, is a developer, manufacturer, marketer and distributor of baseball, softball, hockey and cycling equipment for both professionals and enthusiasts. Easton focuses on its ability to innovate and create products of unmatched quality

and performance including the #1 bat in the College World Series®, Women's College World Series®, Little League World Series®, and Slow-Pitch Softball, as well as the #1 stick and #1 glove in the National Hockey League. Headquartered in Van Nuys, Calif., Easton Sports employs over 1,200 people worldwide and maintains facilities in Utah, California, Mexico, Canada and Asia. For further information, please visit the company online at www.eastonsports.com.

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