



FOR IMMEDIATE RELEASE

CONTACT:

Matt Kovacs

Formula

(310) 578-7050

kovacs@formulapr.com

EASTON SPORTS BECOMES OFFICIAL TEAM EQUIPMENT SUPPLIER TO DIXIE YOUTH BASEBALL

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 Team Equipment Supplier to Dixie Youth Baseball.

The partnership will provide Easton with extensive marketing opportunities designed to benefit from Dixie's popularity and reach.

“We are excited at the chance to better showcase our brand and our products to the Dixie Youth Baseball community,” said Mike Zlaket, Executive VP & General Manager of Easton's Baseball/Softball division. “We have been great partners with them for many years, and we expect that partnership to only get stronger in the years ahead.”

Founded in 1955, Dixie Youth Baseball currently boasts over 400,000 participants in hundreds of leagues in 11 Southern states.

“Easton is obviously investing significantly in the sport and in Dixie Youth Baseball,” added Wes Skelton, Commissioner of Dixie Youth Baseball. “They have a very strong brand and we are looking forward to partnering with them more closely going forward.”

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.

#