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EASTON BATS PROPEL FRESNO STATE TO FIRST-EVER COLLEGE WORLD SERIES TITLE

Bulldogs Top Georgia 6-1 in championship-clincher; All six runs come off of Easton's Stealth IMX

VAN NUYS, Calif. (June 26, 2008) – Easton Sports, the leading manufacturer of sporting goods equipment, once again demonstrated its dominance in college baseball Wednesday at the College World Series® as Fresno State became the 20th champion in the last 29 years to win a title swinging Easton baseball bats exclusively. The Bulldogs also became the lowest seeded NCAA team to capture a Division I crown ever, completing a daunting postseason run for the history books.

“Our success, particularly at the College World Series, speaks volumes regarding Easton’s dominance in the bat category,” said Matt Arndt, senior vice president of Easton’s baseball/softball division. “As evidenced by the Bulldogs’ historic run and record-tying offensive outburst, Easton continues to have a dominating presence on college baseball’s biggest stage.”

While swinging Easton bats, Fresno State tied the record for runs scored in College World Series play (62), and produced one of eight players now tied for the most individual home runs in the College World Series with four. What’s more, in their title-clinching Game 3 victory, all six RBIs came courtesy of the Stealth IMX, one of the four bats in Easton’s newest technology innovation – the HitMatrix.

Built for every swing, the HitMatrix is a unique system of bats available in all-composite, composite handle/aluminum barrel and all-aluminum options. The HitMatrix utilizes a “2 x 2 = 4” combination. It combines two of the game’s highest-performing materials (IMX Composite and V12 Scandium Alloy) with two patented Easton technologies (ConneXion technology and Single System Bat technology), to create four distinct bats, including the Stealth IMX.

The Stealth IMX, nicknamed the “Clutch,” upheld its moniker during the series, helping Fresno State win all six of their postseason elimination games. The Stealth IMX utilizes patented Integrated Matrix Technology (IMX) which strengthens composite structures, optimizing design, process, and materials for maximum performance. Aerospace grade composite fibers are layered and angled to create a massive hitting area along the entire length of the barrel. In addition, this bat features Easton’s patented ConneXion Design System (CXN) which uses “hinge” technology to efficiently transfer energy from handle to barrel, completely eliminate vibration upon contact, and provide an extraordinary feel.

For more information or to schedule an interview, please contact Grant Marek at (310) 578-7050 or via e-mail at marek@formulapr.com.

About Easton Sports

Easton Sports is a privately owned developer, manufacturer, marketer, and distributor of sports equipment for individuals of all ages and abilities. Easton does not solely rely on name recognition to build and maintain business, but rather focuses on its ability to innovate and create products of unmatched quality and design. Headquartered in Van Nuys, Calif., Easton employs over 1,500 worldwide and maintains facilities in Utah, California, Mexico, and Canada. For further product information, please visit the company online at www.eastonsports.com.

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