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**EASTON'S STEALTH IMX, SYNERGY IMX, SV12 AND
V12 HIGHLIGHT VERSATILE 2009 BAT LINE**

*World Class Materials, Cutting Edge Technologies, Optimized Flexes and Swing
Weights Help Easton Create Four Bats for Unparalleled Performance*

VAN NUYS, Calif. (April 30, 2008) – Easton Sports, pioneer of the world's first carbon nanotube two-piece all-composite bat, continues an 86-year tradition of innovative excellence with the all-new 2009 Stealth IMX, Synergy IMX, SV12 and V12 – the cornerstones of Easton's most technologically advanced bat line to date. These four bats make up the World's First Complete Hitting System – The HitMatrix.

“These bats are the future of this sport,” according to Matt Arndt, senior vice president of Easton's baseball/softball division. “Hitters will walk to the plate with great confidence when they have one of these bats in their hands.”

All four bats offer distinct combinations of patented Easton technologies (ConneXion technology and Single System Bat technology), and the game's two highest-performance materials (IMX Composite and V12 Scandium Alloy).

Easton's patented IMX – Integrated Matrix Technology, strengthens composite structures in both the Stealth IMX and Synergy IMX, optimizing designs and materials for maximum performance. Premium quality, aerospace grade composite fibers are angled and layered to maximize the hitting area of the barrel to provide an extraordinary feel, reduce vibration and allow multiple flex ratings for handle construction. The SV12 and V12, meanwhile, reach strength and toughness levels never before realized in aluminum bat material development. By optimizing the levels of 12 key elements in the scandium alloy, Easton is able to provide the highest performing and most durable aluminum bats on the market.

Fueling both the Stealth IMX and SV12, Easton's patented ConneXion technology acts like a hinge providing the most efficient energy transfer from handle to barrel. This creates maximum bat head "whip" and a quicker bat with more power through the hitting zone. Conversely, Synergy IMX and V12 utilize Easton's Single System Bat technology, which offers the benefits of high performance barrels with stiffer flex rated handles. Single System designs allow players to receive solid feedback at contact while maintaining an expansive hitting area.

For in-depth analysis, more on Easton's newest technologies and Easton's revolutionary four-bat HitMatrix system, visit hitmatrix.com, a micro-site complete with videos featuring MLB talent, plus detailed technology graphics and statistical descriptions of all four bats. The 2009 Easton bat line will be available in all major sporting goods stores beginning June 2008.

To receive more information or schedule an interview with an Easton Sports representative, contact (310) 578-7050 or e-mail kovacs@formulapr.com.

About Easton Sports

Easton Sports is a developer, manufacturer, marketer and distributor of baseball, softball, hockey and cycling equipment for both sports professionals and enthusiasts. Easton Sports 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. Prior to the combination with Riddell Bell, Easton Sports was a subsidiary of Jas. D. Easton Inc. Other subsidiary companies of Jas. D. Easton, including Easton Technical Products and Hoyt, both based in Utah, are not impacted by this combination.

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