



FOR IMMEDIATE RELEASE

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**EASTON SPORTS BECOMES OFFICIAL TEAM
EQUIPMENT SUPPLIER TO LITTLE LEAGUE®
BASEBALL AND SOFTBALL**

Multi-year partnership will provide Easton with exclusive rights including on-site equipment distribution at Little League World Series®

VAN NUYS, Calif. (Mar. 2, 2009) – Easton Sports – the leading manufacturer of sporting goods equipment – has entered into a multi-year agreement to become the Official Team Equipment Supplier to Little League Baseball and Softball.

The partnership will provide Easton with extensive marketing opportunities designed to benefit from Little League’s popularity and reach, including several specifically tied to the Little League Baseball World Series – the world’s pre-eminent youth sporting event.

“We are thrilled to be taking our partnership with Little League Baseball and Softball to the next level,” said Mike Zlaket, Executive VP & General Manager of Easton’s Baseball/Softball division. “We feel that our brand and our youth baseball and softball products are second-to-none, and there isn’t a better or broader platform from which to showcase them than Little League.

“It’s a very big statement from our company in a very difficult economic environment, but it’s the kind of confident, forward-thinking move that we think will pay big dividends both now and in the future.”

As part of the partnership, Easton will immediately gain exclusive rights on-site to distribute ball gloves, batter’s gloves, catcher’s protective, bags, footwear, and accessories to each team participating in the Little League Baseball World Series. Bats will be added to the list beginning in 2011.

Founded in 1939, Little League Baseball and Softball is the world's largest organized youth sports program, with nearly 2.7 million participants and 1 million volunteers globally.

“Easton has long been a great friend of Little League Baseball and Softball, and this partnership represents a very significant commitment to making this relationship even stronger,” added Stephen Keener, President & CEO of Little League Baseball and Softball. “They have a great brand and are clearly intent on growing their market share, and we’re looking forward to the many benefits our 7,500 local Little League Baseball and Softball programs will receive from the strength of the Easton Sports brand.”

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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