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## **EASTON SPORTS BECOMES OFFICIAL TEAM EQUIPMENT SUPPLIER TO PONY BASEBALL AND SOFTBALL**

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 PONY Baseball and Softball.

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

“PONY Baseball and Softball is a leader in the industry, and we are looking forward to strengthening our partnership with them and using their unique assets to help showcase our brand and our products,” said Mike Zlaket, Executive VP & General Manager of Easton's Baseball/Softball division.

Founded in the late 1950s, PONY (Protect Our Nation's Youth) Baseball and Softball boasts a global presence in 21 countries and over 500,000 annual participants ages 5-18.

“We have had a great relationship with Easton for a long time,” added Abraham Key, President & CEO of PONY Baseball and Softball. “They are clearly stepping up and making a strong play to invest in the game and grow their brand, and we are looking forward to working 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](mailto: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](http://www.eastonsports.com).

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