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**EASTON SPORTS NAMES RAY ZIOLKOWSKI
VICE PRESIDENT SALES,
BASEBALL/SOFTBALL**

Industry veteran will oversee Easton sales team within the U.S.

VAN NUYS, Calif. (Feb. 6, 2009) – Easton Sports, the industry leader in bat technology, today announced the promotion of Ray Ziolkowski from Sales Manager, Strategic Accounts to Vice President Sales, Baseball/Softball.

In his new role, Ziolkowski will report directly to Mike Zlaket, Easton Executive Vice President and General Manager, Baseball/Softball. Ziolkowski will be charged with managing the Easton sales team within the U.S.

“Ray has done a tremendous job in terms of growing our sales and strengthening our partnerships with his strategic accounts,” Zlaket said. “In expanding his role, Ray will now play an integral part in helping to lead the comprehensive sales strategy we’ve put in place for 2009 and beyond.”

Ziolkowski boasts over 15 years of experience in the industry. Prior to his tenure with Easton, Ziolkowski served as a buyer for Dick’s Sporting Goods from 1994-2006, lastly as a senior buyer for the retail giant.

Ziolkowski will work remotely out of Pittsburgh before making a permanent move to Easton’s Southern California-based Van Nuys headquarters later this year.

To receive more information or schedule an interview, please contact Formula at 310-578-7050 or via e-mail at marek@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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