



**FOR IMMEDIATE RELEASE**

CONTACT:

Grant Marek

Formula

(310) 578-7050

[marek@formulapr.com](mailto:marek@formulapr.com)

**EASTON SPORTS NAMED 2008  
'VENDOR OF THE YEAR' BY  
PLAY IT AGAIN SPORTS®**

*Second straight PLAS honor for baseball/ softball division*

VAN NUYS, Calif. (Feb. 17, 2009) – Easton Sports, the leading manufacturer of sporting goods equipment, was recently named Play It Again Sports® 2008 'Vendor of the Year' in baseball/softball.

The award was voted on by PIAS member stores and is based on profitability, delivery, customer service, representative service, marketing support and credit and overall product quality.

“It has been, and always will be, a priority at Easton to be an industry leader in all facets of the business, and this award really speaks to that,” said Mike Zlaket, Easton Executive Vice President and General Manager, Baseball/Softball. “We are honored and very proud to receive it.”

Play it Again Sports was founded in 1983 and is part of the Winmark Corporation family of brands, which includes over 800 franchise-owned and operated businesses throughout North America. Play It Again Sports currently boasts over 360 independently owned and operated locations in North America.

The award was announced at the Play It Again Sports 2009 Winter Trade Show in New Orleans, LA on Feb. 13-14.

**To receive more information or schedule an interview, please contact Formula at 310-578-7050 or via e-mail at [marek@formulapr.com](mailto:marek@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).

# # #