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**EASTON SPORTS LEVELS PLAYING FIELD WITH  
LAUNCH OF GAME-CHANGING BATS:  
SYNERGY CLARITY & SYNERGY REVEAL**

*Revolutionary Clarity and Reveal bat lines merge top-quality materials and innovative technology to restore game's integrity, while combining the best of both worlds*

VAN NUYS, Calif. (July 31, 2008) – Easton Sports, the industry leader in bat technology, today introduced the Synergy Clarity and Synergy Reveal, two distinct bats specially designed for fastpitch (Clarity) and slow-pitch (Reveal) that promise to make the future of composite bats clear – literally.

Utilizing Easton's patented Visual Composite Technology (VCT), the Synergy Clarity and Synergy Reveal bats feature a composite construction which includes a clear composite glass outer diameter that allows both players and officials to see the bat's design lay-up. This visual technology is made possible by Easton's Strained Energy Optimization patent.

The benefit of VCT is that it allows Easton to design high-performance bats that protect the integrity of the game. When the design of the Synergy Clarity and/or Synergy Reveal is compromised, the outer diameter of the bat will show delamination markings. Delaminations are breakdowns in the epoxy resin system that hold composite structure together. A delamination greater than 1" in any direction deems a bat illegal for play - as it signifies that the bat's performance level exceeds association performance standards of 98 MPH. Bats without delaminations are legal for play and will provide great Synergy performance players have known for years.

"The Synergy Clarity and Synergy Reveal clearly push Easton's technological barrier, as well as dominate the market in terms of keeping the game fair for everyone," said Matt Arndt, senior vice president of Easton's baseball/softball division. "These bats also re-define appearance by revealing a patented design, bringing yet another edge to the company's impressive collection."

Easton continues its technologically driven focus by including the following features in its Synergy lines:

- Extended Hitting Area – Patented Extended Flex™ design lengthens the hitting area along the entire barrel by increasing barrel flex toward the contour and end cap.
- Design and Construction – Patented Integrated Matrix Technology™ (IMX) optimizes the relationship between materials, design and manufacturing process.
- Swing Weight (M.O.I.) – Each bat design has received precision weight loading in both end cap and handle sections to provide optimal swing weights in order maximize bat speed through the hitting zone.
- Vibration Reduction System™ (VRS) – Solid feel and the elimination of vibration combine to the give hitter's unmatched comfort at the plate.

Synergy Reveal and Synergy Clarity both meet all 2008 ASA, USSSA, NSA, ISA, SSUSA and ISF regulations. For more on Easton's revolutionary Synergy Reveal and Synergy Clarity lines, visit [www.clearlythefuture.com](http://www.clearlythefuture.com).

**To receive more information or schedule an interview with an Easton Sports representative, contact (310) 578-7050 or e-mail [marek@formulapr.com](mailto: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](http://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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