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EASTON-BELL SPORTS TAPS DAN ARMENT AS NEW PRESIDENT OF RIDDELL

*Former Easton-Bell Sports Executive VP, GM of Mass Market Business
Dan Arment Takes Reins on World's No. 1 Brand in Protective Equipment*

VAN NUYS, Calif. (October 10, 2008) – Easton-Bell Sports, Inc. – a leading designer, developer and marketer of innovative sports equipment, protective products and related accessories – has appointed Dan Arment as President of Riddell, the official helmet of the NFL.

Arment, who joined Bell Sports in 2001 as Vice President of Mass Sales, has served as Easton-Bell Sports' Executive Vice President, General Manager – Mass Market Business. As President of Riddell, Arment is charged with continuing to expand the brand's dominance in the sporting goods industry while leveraging the strong brand heritage of the world's leader in protective equipment. Riddell remains the definitive No. 1 choice of NFL and NCAA Division I college football players.

“Dan is a proven business leader who has worked with many industry-leading companies over the years, in addition to Bell Sports,” said Easton-Bell CEO Paul Harrington. “He has a penchant for building solid, winning teams across the sporting goods category and beyond. His strong consumer marketing background was tailor-made for Riddell's needs, and we're confident his focused strategic marketing expertise will be that link that takes us to the next level.”

Prior to joining the Easton-Bell Sports family, Arment served as the Vice President of National Sales for the Speedo Division of the Authentic Fitness Corporation. Additionally, he has broad sales and consumer marketing experience with such well-known brands as Playtex, Mennen and Revlon.

Arment, who graduated from Colgate University in 1983 with a B.A. in Political Science, played for the Colgate Raiders at outside linebacker for four years. He recently relocated to the Chicago area, where he resides with his wife and three children.

(more)

About Easton-Bell Sports, Inc.

Easton-Bell Sports, Inc. is a leading designer, developer and marketer of innovative sports equipment, protective products and related accessories. The company markets and licenses products under such well-known brands as Easton, Bell, Riddell, Giro and Blackburn. Its products incorporate leading technology and designs and are used by professional athletes and enthusiasts alike. Headquartered in Van Nuys, California, Easton-Bell Sports has 31 facilities worldwide. More information is available at www.eastonbellsports.com.

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