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CONTACT:

Matt Kovacs

Formula

(310) 578-7050

kovacs@formulapr.com

***EASTON-BELL SPORTS NAMES KYLE HORN VP OF
MARKETING, TEAM SPORTS***

Horn Takes Charge of Easton Sports, Riddell Sports Marketing

VAN NUYS, Calif. (September XX, 2008) – Easton-Bell Sports, Inc., a leading designer, developer and marketer of innovative sports equipment, protective products and related accessories, announced today the promotion of Kyle Horn to VP – Marketing, Team Sports.

Horn, who joined the company in October 2006 as Director of Marketing – Baseball/Softball & Hockey, will be charged with increasing visibility within the marketplace, invigorating marketing strategies/programs and leveraging the strength of industry-leading product lines for both Easton Sports and Riddell Sports.

“Within just two years, Kyle has created his own niche within Easton and done an outstanding job,” said Easton-Bell Sports CEO Paul Harrington. “He’s helped to stream-line our internal operations and build the image, branding and presence both in traditional and non-traditional markets, with an emphasis on digital opportunities that allow for true consumer interaction.”

In his new role, Horn will work directly with Harrington on corporate marketing initiatives, in addition to reporting to business unit leaders Mike Zlaket, EVP & GM – Easton Baseball/Softball; Geoff Sadowy, EVP & GM – Easton Hockey & International Sales; and Dan Arment, President – Riddell Football, for their respective businesses.

Prior to joining Easton-Bell Sports, Horn held various marketing positions including the VP of Account and Business Development at The Ballpark and the Director of Business Development for Point Zero. In these roles, he worked on numerous national brand accounts including Coca Cola, DirecTV, and ESPN.

Horn lives in Southern California with his wife and two 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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