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EASTON HOCKEY INTRODUCES NEW 2008 STEALTH S17 PROTECTIVE LINE

Top of the Line Protective Equipment to Provide Maximum Protection and Durability

VAN NUYS, Calif. (October 24, 2007) – For 2008, Easton Hockey has introduced the Stealth 17 protective line, which includes gloves, shoulder pads, elbow pads, shin guards, and pants. The new line offers new technology, added comfort and new looks, according to Ned Goldsmith, vice president of Easton Hockey.

“We’re currently the number one glove in the NHL and there’s no doubt the new Stealth 17 gloves will expand that dominance,” said Goldsmith. “The superior protection, comfort and mobility doesn’t stop at the gloves. The new Stealth S17 shoulder and elbow pads, shin guards, and pants are the best we’ve ever made, so it’s only a matter of time until we’re number one across the board.”

Easton’s Stealth S17 glove unites an innovative liner, sophisticated palm design, and a sharp new design. TSI (Triple Segmented Index) finger and flex thumb provide the player with free range of motion and increased flexibility. The Stealth S17 glove also features Bio-Dri™, a high-tech liner system designed to reduce moisture.

Protective meets mobility with the trio of Easton Stealth S17 shoulder pads, elbow pads and shin guards. The shoulder pad offers Spine Tec technology reinforced with high density foams and plastic inserts adding protection in high impact areas. The elbow pads and shin guards are designed to stay where you need them to stay. The shin guards use its Dry Flow™ liner which combines a Bio-Dri™ knee donut with a molded Dry Flow™ to maximize comfort.

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Rounding out the line is the Easton Stealth S17 pants. The new pants feature an exclusive Full Range of Motion (FRM) system offering freedom of movement without sacrificing protection. A split shell design which includes Easton's textured nylon plus ventilated mesh provides maximum comfort while Vent Air technology in the upper thigh area helps keep players drier on the ice.

The complete 2008 Easton Stealth S17 protective line will be available at major sporting goods retailers in March of 2008.

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