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**EASTON HOCKEY PARTNERS WITH  
TEAMWORK ATHLETIC TO DISTRIBUTE  
CUSTOM HOCKEY JERSEYS**

*New Partnership Revolutionizes Custom Jersey Market*

VAN NUYS, Calif. (August 28, 2007) – Easton Hockey, the leading manufacturer of hockey equipment, builds on its outstanding reputation by announcing a partnership with Teamwork Athletic to distribute top of the line Easton branded, custom sublimated hockey jerseys. This new partnership will allow for dealers to work with hockey associations, leagues, and teams to create custom hockey jerseys of any color, featuring any graphic, and have them shipped within 21 days. According to Mark Kuryak, vice president of sales for Easton Hockey, the partnership with Teamwork Athletic will allow dealers to create and show unlimited design and color options with all player names instantaneously on the [www.TeamworkAthletic.com](http://www.TeamworkAthletic.com) Web site and ordering branded custom jerseys in no time at all.

“We are extremely excited to widen the scope of Easton Hockey to include fully customized jerseys in 21 days,” Kuryak said. “This partnership will provide dealers the chance to sell sublimated custom jerseys with the satisfaction of knowing that it is coming from the top name in hockey equipment. With numerous design possibilities, the customer has the ability to create a truly custom jersey. What makes our jerseys so great is that you can change the colors and graphics on the web instantaneously to see how it looks and still have the guaranteed production time of 21 days.”

The customization process can go as far and wide as the customer’s imagination with the ability to match any color or use any images they may choose. There are eight jersey designs to choose from, each having a different trim pattern. The sublimation process dyes the ink for all graphics, numbers and text directly into the material. This process avoids the heavy feel of sewn or pressed on lettering and numbers. Sublimation ensures that the colors are extra vibrant and won’t crack or peel. There are thousands of images to choose from for the jersey, but the possibilities are endless with the ability to load any logo or image onto the Web site for use.

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The delivery system is another cornerstone of the Easton Hockey/Teamwork Athletic partnership. All orders are guaranteed to be shipped from the factory within 21 days of placement or the order is free, the customer can also select the desired delivery method. They also offer rush orders, which can be produced within 10 days of placement, according to Evelyn Gosnell, Marketing Manager of Teamwork Athletic.

“We are extremely excited to work with the No. 1 name in hockey to distribute our top of the line sublimated jerseys,” Gosnell said. “This partnership combines Easton’s leadership in hockey with Teamwork’s manufacturing and reliable service expertise, resulting in great-looking uniforms in the hands of customers in no time.”

The custom jerseys are available in youth and adult sizes for an MSRP of \$89.90 with no minimum order necessary. All decorations (lettering and numbering) and custom colors are included in this price.

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