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EASTON HOCKEY EXPANDS APPAREL LINE WITH NEW CUSTOM WARM-UP SUIT AND JOCK SHORT

New Line Aims to Position Easton as No. 1 Name in Hockey Apparel

VAN NUYS, Calif. (October 24, 2007) – Easton Hockey announces the unveiling of its 2008 apparel line. Standing out among the stylish, functional items are the all-new Elite Custom Warm-Up suit and Synergy Board Jock Short. The new Elite Custom Warm-Up jacket and pants, both of which can accommodate customized color taping and embroidery, are an expansion of Easton's customizable apparel items introduced last year. The Synergy Board Jock Short features Bio-Dri technology, designed to enhance comfort and reduce interference from sweat for greater protection against moisture.

“We think there's a lot of value and potential in apparel customization, as every player has his favorite style and color preferences,” said Ned Goldsmith, vice president of Easton Hockey. “Customization gives Easton an edge in the apparel category and helps us stay one step ahead. We also offer the best apparel technology in the game, such as Bio-Dri, Velcro® tabs to secure socks, and four-way stretch compression. Easton is a name synonymous with high-quality and dependability, and we bring those same traits to our apparel.”

With the Elite Custom Warm-Up, players can select from a variety of color schemes and embroidery options. Along with embroidery capabilities on the chest, sleeves and back, the jacket features mesh armpit gussets for air flow and MP3-size pockets with headphone portals, all providing players with the utmost comfort and convenience.

Loaded with innovations, the Synergy Board Jock Short is another highlight of the 2008 apparel line. Easton's Bio-Dri technology improves moisture management allowing players to maintain comfort throughout a game or workout. The new jock short also features a soft-sided cup, Velcro® tabs at the base of the leg to secure sock placement, and mesh panels for excellent ventilation.

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