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EASTON'S NEW STEALTH S15 AND SYNERGY SE16 SKATES BRING ENHANCED SPEED AND COMFORT TO SKATE LINE

Pros Dany Heatley and Ryan Getzlaf Sport the New Easton Skate Line

VAN NUYS, Calif. (October 24, 2007) – The best skates in hockey just got even better. Easton Hockey has introduced two new skates for 2008 – the Stealth S15 and the Synergy SE16. The Stealth S15, touted as the lightest performance hockey skate on the market, is the latest addition to the highly regarded Stealth skate line. The Synergy line also receives a new addition with the SE16, a stellar combination of comfort, protection and durability.

“Easton has jumped to the forefront of the skate market in the past few years and the Stealth S15 and Synergy SE16 are reconfirming our position,” said Ned Goldsmith, vice president of Easton Hockey. “Easton’s NHL players are already raving about the new additions. Dany Heatley of the Ottawa Senators and Ryan Getzlaf of the Anaheim Ducks have both been thrilled with the performance and comfort the new skates provide. Now it’s time to get the product into consumers’ hands and let them experience the superiority of Easton skates.”

The Stealth S15, representing the lightest performance hockey skate on the market, weighs in at sub-700 grams. Its patented Coil Technology uses silver texalium composite material to provide a lightweight, responsive and protective bootform, perfect for high-speed hockey action. The S15 also provides a Bio-Dri™ Composite Footbed to absorb moisture and eliminate the difficulties that perspiration presents.

The Synergy SE16 features a brand new Ideal-Fit™ latex anatomical ankle padding system that allows for tremendous support and comfort. With its unique, one-piece construction, the SE16 is the ideal combination of performance and durability.

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