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EASTON HOCKEY'S 2008 STICK LINE TAKES TECHNOLOGY TO THE NEXT LEVEL

Stealth S17, Synergy Elite, and Synergy ST Models Make Up Industry's No.1 Stick Line

VAN NUYS, Calif. (October 24, 2007) – Easton Hockey, the designer and manufacturer of the No. 1 stick in the NHL, is back at it and better than ever with the introduction of its 2008 stick line. The 2008 line features the all-new Stealth S17, the highly successful Synergy Elite, and the new Synergy ST. The 2008 stick line further strengthens Easton's position at the forefront of hockey stick innovation, according to Ned Goldsmith, vice president of Easton Hockey.

“At Easton we're constantly upgrading and always looking to put the best possible product in the players' hands,” said Goldsmith. “We have a powerful stick lineup this year starting with this season's gem, the Stealth S17; undeniably the most technologically advanced stick on the market and already a hit among NHLers. The Synergy Elite, which we introduced last year to great fanfare, received minor updates for the new season. Rounding out our top three is the Synergy ST, which is new for 2008 with several new features and advancements.”

The Stealth S17 stick features three main qualities: Energy, Velocity and Accuracy. The innovative TORX™ technology features an Elliptical Profile (patent pending) to help transfer torque from your hands to the blade for unsurpassed velocity. The compression molded process used in constructing the Stealth S17 delivers the most consistent shaft in hockey, maximizing the energy transfer from your hands to the blade and thereby providing a more powerful shot. Easton's patented Micro-Bladder process and Multi-Rib structure controls blade flex through puck contact to ensure maximum accuracy.

A favorite of many of the NHL's top players, the Synergy Elite is back for the 2008 season. The tapered blade design featured on the Synergy Elite adds reinforcement to the impact area while leaving the blade tip light weight and balanced. The dual I-Beam internal blade structure helps to increase strength and durability.

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With Super Tough (ST) technology, the new Synergy ST is built for power and durability. It features a liquid silicone molded shaft providing consistent walls with flexible geometry. Shox technology offers excellent puck feel for “soft hands” providing a more forgiving blade.

The Stealth S17 stick will be available at major sporting goods retailers in November. The Synergy ST will be released in June of 2008 and the Synergy Elite is currently available.

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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