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## **EASTON HOCKEY DOMINATES ALL-STAR SCORING, HELPS BRUINS CAPTAIN RECORD HARDEST SHOT IN NHL HISTORY**

*Boston's Zdeno Chara sets new Hardest Shot record with 105.4 mile-per-hour effort  
with an Easton stick*

VAN NUYS, Calif. (Jan. 26, 2009) – Easton Hockey, the manufacturer of the No. 1 stick and glove in the NHL, contributed to 63 percent of the goals scored in the 2009 NHL All-Star game, plus Zdeno Chara's record setting 105.4 mile-per-hour shot in the Cisco NHL Hardest Shot competition.

Using Easton's composite stick technology, the Boston Bruins captain broke Al Iafrate's 16-year-old record less than a year after switching to an Easton stick. Chara's 105.4 mph effort was the fastest shot ever recorded since the inception of the NHL's Hardest Shot competition in 1990. Chara, who won his third straight hardest shot competition, upped his previous best (103.1) by more than two miles-per-hour.

The top three finishers in this year's Hardest Shot competition all sported Easton sticks, with Chara wielding the Stealth S15, Shea Weber the Stealth S17 and Sheldon Souray the Synergy SE16. Chara's stick now resides at the Hockey Hall of Fame.

Fifteen Easton All-Stars competed during All-Star weekend including Chara, Weber, Souray, Jonathan Toews, Ryan Getzlaf, Milan Hejduk, Jarome Iginla, Rick Nash, Dan Boyle, Stephane Robidas, Dany Heatley, Zach Parise, Andrei Markov, Jay Bouwmeester and Mark Streit. In all, Easton's All-Star contingency recorded 14 goals and 14 assists.

"It just goes to show you what the right stick in the right hands can accomplish," said Easton Hockey Executive Vice President and General Manager Geoff Sadowy. "Fifteen of the finest players on ice putting together 28 points combined and the hardest shot in NHL history really speaks to the incredible quality and performance of Easton's sticks across the board."

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