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EASTON BREAKS INTO HOCKEY HELMET CATEGORY WITH ALL-NEW STEALTH LINE

Easton Brings New Technologies and Innovations to Helmet Category

VAN NUYS, Calif. (October 24, 2007) – Easton Hockey, the designer and manufacturer of the No. 1 stick and glove in the NHL, has introduced the Stealth helmet, its initial introduction into the helmet category. The all-new line, made up of the S17 and S9, is among the biggest product introductions in Easton Hockey’s history, according to Ned Goldsmith, vice president of Easton Hockey.

“The helmet category is one of the only areas Easton didn’t participate in and the new helmets truly round out our entire product line. We didn’t want to come to market with just any helmet. We wanted a superior design, style, comfort, durability and of course protection. We wouldn’t settle for anything less,” Goldsmith said. “The S17 and S9 are going to make an immediate impact. Our long list of NHLers and our dedicated R&D team contributed to the extensive research that was done in the creation of these helmets. The result is stellar and players will notice right away. The new technologies and design will make for the best comfort, fit, protection, and style on the market.”

The Stealth S17 is the flagship of the line and similar to Easton’s other industry leading hockey products, it features a variety of innovations and technological advancements. Helmet features include the MonoLock™ Sizing System, which is a tool-less sizing feature that keeps the bulk off the sides of the helmet and utilizes a “player-friendly” lever on the back. The InForm™ Fit System, created by Easton’s action sports sister company GIRO, is the best-fitting, easiest to operate micro-adjustment fit-band in hockey. It surrounds the head comfortably and securely. Easy to use height adjustable ear pieces also add to the instant customizability of the Stealth S17. Independent temple foams have a lower density for increased comfort and built in screws to make it easy to access hardware.

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The Stealth S9 maintains all the style, comfort and durability of the S17, but in a lighter, simplified form. With a dual-density Vinyl Nitrite liner and superior ventilation the S9 provides comfort and a low-profile fit unlike any helmet on the market. It also features single screw size adjustment and height adjustable ear pieces for easy customizing.

Both the Stealth S17 and S9 helmets will be available at major sporting goods retailers in May 2008.

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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