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EASTON HOCKEY AND EA SPORTS™ TEAM UP FOR PROMOTION SURROUNDING LAUNCH OF NHL 08 VIDEO GAME

*Easton Will Give Away Top-of-the-Line Gear Packages In Upper Deck's Face Off
Sweepstakes and Rogers Video Promotion*

VAN NUYS, Calif. (September 13, 2007) – Easton Hockey, makers of the #1 stick and #1 glove in the NHL, announced a two part co-branded promotion with EA SPORTS™ in conjunction with the launch of the new NHL® 08 video game on September 13. The first part of the promotion is a partnership with The Upper Deck Company that gives consumers who pre-order the NHL 08 game a chance to win a variety of prizes such as Easton hockey sticks. The second part consists of a partnership with Rogers Plus and Rogers Video where EA SPORTS™ NHL 08 enthusiasts can enter to win one of 10 Easton equipment packages.

“Our relationship with EA SPORTS has been to increase authenticity of the game by providing equipment and logos. What we’ve found is that it’s not just hard core gamers playing, but there are a large percentage of hockey players playing too. This is a fantastic avenue to directly reach players,” said Kyle Horn, director of marketing for Easton Sports. “This season we wanted to expand the relationship and give consumers an opportunity to get involved and win some of the equipment that is featured in the game. Plus, this partnership brings in retailers and additional vendors. It’s a great opportunity for all those involved.”

In the first part of the promotion, Easton Hockey and EA SPORTS have partnered with The Upper Deck Company for it’s Face Off Sweepstakes to give all those who pre-order NHL 08 at EB Games Canada or Gamestop in the US a chance to win prizes such as Easton Synergy hockey sticks. Upon pre-ordering consumers will receive a pack of Upper Deck trading cards and each card will contain a unique code. Consumers will plug the codes into the Face Off website, www.upperdeck.com/nhl08, to find out if they’ve won. Thirty thousand special edition card packs will be created for the promotion featuring four NHL superstars including: Eric Staal, Henrik Lundqvist, Jarome Iginla and Kris Draper. Face Off cards will also be in packs of 2007-08 Victory Hockey cards. Consumers who enter all six of the available Face Off hockey codes, from the pre-order packs or the Victory Hockey packs, will be granted an instant win from an assortment of great prizes, one of which being the Easton Synergy hockey stick.

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For the second part of the promotion, Rogers Plus and Rogers Video, the largest Canadian owned specialty video retailer in Canada, has partnered with Easton Hockey and EA SPORTS to promote the launch of the new game. All consumers who rent NHL 08 from Rogers Video will be entered into a drawing for one of 10 Easton Hockey equipment prize packs, which include a stick and a bag. Exposure for the contest will include in-store and online materials. It will also be promoted in Rogers Sportsnet Television Network call-outs.

To receive more information or schedule an interview, please contact Matt Logan Dianella at (310) 578-7050 or via e-mail at dianella@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.

About the Upper Deck Company

Founded in 1988, The Upper Deck Co. is a premier global sports and entertainment-publishing company that delivers a portfolio of relevant, innovative and multi-dimensional product experiences to collectors, sports and entertainment enthusiasts. For more information on Upper Deck and its products, please visit www.upperdeck.com or www.upperdeckstore.com.

Rogers Retail, a division of Rogers Cable and a part of the Rogers Communications group of companies, provides Canadians with an exceptional retail experience through an unmatched selection of innovative home entertainment and communications products and services. The company operates 291 Rogers Video, 97 Rogers Plus and 78 Fido stores across Canada, many of which offer a full-range of Rogers' wireless, cable, telecom and media products and services. Rogers Video stores also rent and sell DVD movies and video games and offer a selection of accessories and confectionary products. For more information, visit www.rogersplus.ca.

For information about the Rogers group of companies, please visit www.rogers.com.

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