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EASTON HOCKEY LAUNCHES FIRST EVER PRODUCT MICRO-SITE TO ACCOMPANY RELEASE OF STEALTH S17 STICK

Micro-Site Features Exclusive Interviews and Footage of NHL Superstars

VAN NUYS, Calif. (October 24, 2007) – Easton Hockey, the manufacturer of the No. 1 stick in the NHL, has announced the launch of www.EastonHockey.com/S17, a micro-site completely dedicated to the all-new technologically advanced Stealth S17 hockey stick. Complete with video, detailed graphics, technology descriptions, a variety of action photos, and a co-marketed Hollywood Records soundtrack, the micro-site is being launched to coincide with the highly anticipated introduction of the Stealth S17 stick, according to Kyle Horn, director of marketing for Easton Hockey.

“The site encompasses the attributes and personality that we see in the S17 stick. A micro-site dedicated to one specific product is a first for us, as is a performance stick with an elliptical profile design – both of which play into the overwhelming demand from players and retailers alike,” Horn said. “There’s been a lot of buzz around the S17 and this site provides answers to a lot of questions. We wanted to provide the information in a personal manner – one where the consumer can see and hear what the stick offers – not only from a technological standpoint, but more so directly from a few of our NHL stars. Who knows better than the world’s best players?”

Along with exclusive interviews and action footage of Minnesota Wild right winger Marian Gaborik, Anaheim Duck center Ryan Getzlaf, New Jersey Devil center Zach Parise and back-to-back 50 goal scorer Ottawa Senator right winger Dany Heatley, the site focuses on the three revolutionary attributes of the new stick: Energy, Velocity, and Accuracy. These three qualities are highlighted throughout the site and provide the backbone of why the new S17 is the most technologically advanced stick ever produced.

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Along with all the information, the S17 micro-site will host sweepstakes and giveaways throughout the season. Prizes will include customized S17 sticks, Easton gear and a variety of other giveaways. The Stealth S17 will be available at retail stores in November 2007.

To receive more information or schedule an interview, please contact Formula 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.

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