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EASTON EMERGES AS BASEBALL'S ALL STAR MVP

*Major League All-Star Team Features Five Easton Athletes
Sporting Technologically-Advanced Ball Gloves, Batting Gloves and Footwear*

VAN NUYS, Calif., - Though the Major League Baseball All-Star break meant a couple days off for most big leaguers, Easton Sports fielded a lineup of stars who competed in the midsummer night classic in Houston, including Chicago superstar Sammy Sosa, Los Angeles closer Eric Gagne, Philadelphia slugger Bobby Abreu, St. Louis shortstop Edgar Renteria, and Houston second baseman Jeff Kent. More than ever, the 2004 All-Star Game served as a testament to Easton's continued drive towards building the world's best baseball products as evidenced by the brand's five all-stars who wore a variety of new equipment and apparel, according to Greg Barton, Easton's Director of Baseball Promotions.

"This is by far the best showing of Easton at the annual MLB All-Star game," said Barton. "Aside from our big league all-stars who were selected to the squad, we're incredibly proud of our new equipment the players used in competing on the game's biggest stage. Easton was able to show the world that its industry leading technology is used and supported by some of the best players on the planet, and above all, the performance of these All-Stars is a clear indicator of how Easton has become a true leader in the pros."

Easton was well represented across the diamond. Gagne and Sosa took the field with Easton's new Stealth Ball Glove; Renteria, Abreu and Sosa sported Easton's new Stealth footwear line; and Kent, Sosa, Abreu, and Renteria all showed off Easton batting gloves.

Once known mostly as the top brand in amateur baseball, Easton now supplies more than 100 Major Leaguers with bats, ball gloves, batter's gloves, footwear and apparel in addition to retaining its market-leading position in college, high school, youth, and international baseball and softball.

Easton Sports is a privately owned developer, manufacturer, marketer, and distributor of sports equipment for individuals of all ages and abilities. Easton does not solely rely on name recognition to build and maintain business, but rather focuses on its ability to innovate and create

products of unmatched quality and design. Headquartered in Van Nuys, Calif., Easton employs over 1,500 worldwide and maintains facilities in Utah, California, Mexico, and Canada. For more information or to schedule an interview, please contact Matt Kovacs at (310) 578-7050 or via e-mail at kovacs@formulapr.com.

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