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**EASTON SOLIDIFIES STATUS AS WORLD'S
#1 BASEBALL/SOFTBALL BAT**

Elite Manufacturer Continues Dominance of all Major Baseball and Softball Categories

VAN NUYS, Calif. – From NCAA College World Series® (CWS) success to its domination of slow-pitch softball and unmatched presence in the youth baseball ranks, Easton Sports continues to provide the baseball and softball worlds with the game's top bats. In fact, half of the competition in the recent CWS featured teams that used Easton bats exclusively, and the recent finals of the NCAA Women's College World Series® featured an all-Easton showdown for the second consecutive year, with UCLA again beating Cal as both teams swung Easton Synergy bats.

“Our success, particularly in the last few months, speaks volumes about Easton's dominance in the bat category,” said Mike Zlaket, vice president of Easton's baseball/softball division. “As evidenced by our squads that played in this year's men's and women's College World Series, as well as our leading presence in recent premier slow-pitch softball and youth baseball events, Easton continues to be the clear #1 at Williamsport, Omaha, Oklahoma City and beyond. And there's an explanation for our continuous success—we constantly place a heavy focus on research and development in order to create the most advanced bats for players of all ages and abilities.”

Further solidifying its dominance, Easton's super major slow-pitch softball team (Team Smith/Menosse/Backman/Easton) won the 2003 World Softball League National Championship using Easton Synergy bats, and they have already captured more than a half-dozen 2004 tournament titles by ripping shots with the new Synergy + and Synergy 2 bats. The Synergy bats are also prominent at all levels of softball from the elite A to weekend warrior play.

Additionally, Easton is the No. 1 bat at all major youth baseball levels. Last year's Little League World Series® once again saw a majority of teams swinging with Easton and this year's tournament is expected to show the same results.

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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