

FOR IMMEDIATE RELEASE

Easton will donate all bats and equipment used for demos and events at the Little League World Series to help spread the game of baseball.

VAN NUYS, Calif. (August 27, 2009) – Easton Sports, the industry leader in bat technology, has partnered with Pitch In For Baseball®, a non-profit organization which collects and delivers new and gently-used youth baseball and softball equipment to communities around the globe.

Easton, the official team equipment supplier to Little League Baseball and Softball, joins Pitch In For Baseball just as the 2009 Little League World Series gets underway. As such, Easton will donate all of its equipment used in demonstrations during the Little League World Series to Pitch In For Baseball, providing baseball opportunities to children around the world.

Moving forward, Easton plans to work closely with Pitch In For Baseball in donating additional equipment to the cause.

“This is a great opportunity to make a difference in the global baseball community,” said Kyle Horn, vice president marketing of Easton’s baseball/softball division. “The Little League World Series brings together teams from across the world and this partnership allows us to have a positive impact on the international community even after the last pitch is thrown.”

Since its inception in the summer of 2005, Pitch In For Baseball has helped leagues in the Dominican Republic, Poland, Haiti, Nicaragua, Ghana, Israel, the Ukraine, and the hurricane affected Gulf Coast region of the United States. To date, much needed equipment and uniforms have been sent to over 60 countries worldwide and more than 250 communities around the United States.

“We founded Pitch In For Baseball in hopes of giving kids the necessary equipment and opportunity to play the game that so many love around the world,” executive director David Rhode said. “Our partnership with Easton gives us a great way to achieve our goals.”

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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 Pitch In For Baseball (PIFB)

Founded in 2005, Pitch In For Baseball (PIFB) is the central organization for the collection and redistribution of new and gently used youth baseball and softball equipment to underserved communities both in the U.S. and around the world. PIFB has distributed equipment and uniforms impacting over 60,000 children in need. Based outside of Philadelphia, Pennsylvania PIFB is 501 c 3 not for profit organization. For more information, visit www.pitchinforbaseball.org or contact Executive Director, David Rhode at drhode@pitchinforbaseball.org.

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