



Media Contacts

Jim Bel Bruno – Mattingly Sports
203-929-2123 x151 / jim.belbruno@mattinglybaseball.com

***** FOR IMMEDIATE RELEASE *****

MATTINGLY SPORTS TO BE OFFICIAL BBCOR BAT AND EQUIPMENT PROVIDER FOR BALL STATE UNIVERSITY BASEBALL PROGRAM

Team to Exclusively Swing Mattingly Bats and Use and Wear Mattingly Sports Apparel and Gear

SHELTON, CT (October 25, 2011) – Mattingly Sports, a leading baseball and softball equipment company founded by MLB legend Don Mattingly, announced today that it has reached a multi-year agreement with Ball State University Baseball Coach Alex Marconi for exclusive use of Mattingly Sports BBCOR bats. His team will also use and wear select Mattingly Sports apparel and gear during practice, games and appearances.

“We couldn’t be happier to have Coach Marconi joining the Mattingly Sports family,” said Jim Bel Bruno, Vice President for Sales and Marketing. “The entire organization is looking forward to a long partnership, watching his players take the field with Mattingly Sports bats and equipment.

“This is a very significant milestone for our company,” he said, “and the first of many more at the college level.”

Said Ball State University head Baseball Coach Alex Marconi: “Our new partnership with Mattingly Sports is a win-win for all parties involved. The Mattingly bats simply performed better and were of higher quality than all the others we tested. My players and I are excited to be taking the field in the coming years with Mattingly equipment.”

Ball State will be swinging two of the four Mattingly Sports BBCOR bat models – the *DEMON* and *RIPPED*. The *DEMON* is a traditional round handle bat while the *RIPPED* feature’s Mattingly’s patented V-Grip technology handle, which increases bat speed. Both models are of once-piece MB5500 construction and feature TRU Balance Weighing System for ultimate feel and control as well as Direct Power Transfer, which is designed to deliver maximum energy transfer.

“This new agreement really solidifies our position in the -3 BBCOR marketplace and allows us to execute our strategic plan of growth in this space,” Bel Bruno said. “We know our bats are outperforming our competition on the field and we are looking forward to continuing our discussions with other universities in hopes of them coming on board.”

As of January 1, 2011, the NCAA mandated that all bats must meet the BBCOR standard to be used in NCAA competition. Details on this rule can be found at:

<http://fs.ncaa.org/Docs/rules/baseball/bats/NCAA%20BBCOR%20Protocol%20FINAL%205%2009.pdf>

###

About Mattingly Sports

Founded in 2005 by former New York Yankee and current Los Angeles Dodgers Manager Don Mattingly, Mattingly Sports provides innovative, high quality baseball and softball equipment, including patented V-Grip and traditional handle bats, fielding gloves, training aids and accessories. With its headquarters located in Shelton, CT, Mattingly Sports conducts business with all major sporting goods retailers across the United States. Online at www.MattinglySports.com.