

**FOR IMMEDIATE RELEASE**

**INDUSTRY-LEADER EASTON SPORTS INTRODUCES THE  
WORLD'S FIRST COMPLETE HITTING SYSTEM, THE HITMATRIX**

*Revolutionary **Hitting System** utilizes multiple materials, technologies, flexes  
and swing weights to provide a "Bat For Every Swing"*



**VAN NUYS, Calif.** (April 2, 2008) - Easton Sports, the industry leader in bat technology, today introduced the HitMatrix - the World's First Complete Hitting System.

Working closely with players and coaches, Easton's R&D and marketing teams defined the most critical properties hitters want in a bat when they step to the plate. The results consisted of multiple materials, numerous technologies, various flexes and different swing weights - properties no single bat could provide.

Built for every swing, the HitMatrix is a unique system of bats available in all-composite, composite handle/aluminum barrel and all-aluminum options.

"No golfer goes to a course with a bag of 5-irons; so why should a baseball player?" said Matt Arndt, senior vice president of Easton's baseball/softball division. "For the first time ever, you can tailor your bat selection for an at-bat rather than a season."

The HitMatrix utilizes a "2 x 2 = 4" combination. Two patented Easton technologies (ConneXion technology and Single System Bat technology), plus the game's two highest-performance materials (IMX Composite and V12 Scandium Alloy) to create the following four distinct bats:

**Stealth IMX "Clutch":** The Stealth IMX utilizes patented Integrated Matrix Technology (IMX) which strengthens composite structures, optimizing design, process, and materials for maximum performance. Aerospace grade composite fibers are layered and angled to create a massive hitting area along the entire length of the barrel. In addition, this bat features Easton's patented ConneXion Design System (CXN) which uses "hinge" technology to efficiently transfer energy from handle to barrel, completely eliminate vibration upon contact, and provide an extraordinary feel.

**Synergy IMX "Instinct":** This bat provides the benefit of a high performance barrel, by using a design featuring IMX composite technology, while also providing players with a stiffer handle design and ultimate bat control and balance through Easton's Single System Technology. This one piece, full composite bat allows players to receive solid feedback at contact while maintaining an expansive hitting area.

**SV12 "Reaction":** The new SV12 combines Easton's new V12 alloy barrel with a composite IMX flex rated handle through the use of CXN technology. By optimizing the material levels of 12 different elements in a new scandium alloy formulation, Easton has created the highest performing, strongest, and toughest alloy ever known to aluminum bat technology. In addition, the SV12 maximizes the performance along the length of the barrel with the implementation of Easton's Optimal Hitting Zone Technology (O-Zone), which thickens the barrel design at the taper and end cap to increase trampoline off of the massive hitting area. With a streamlined V12 barrel design and CXN "hinge" technology, this bat provides awesome bat speed, max energy transfer, and complete vibration elimination.

**V12 "Velocity":** The V12 is a pure aluminum one piece design. Utilizing Easton's new V12 Scandium alloy and Single System Technology, this bat has been designed with a streamlined profile from handle to barrel to create the lightest swing weight in the industry. Also featuring O-Zone Technology for awesome barrel performance, the V12 provides incredible bat speed, supreme balance and control through the hitting zone, and solid feedback for players at contact.

For in-depth analysis, more on Easton's newest technologies and Easton's revolutionary HitMatrix system, visit <http://www.hitmatrix.com/>hitmatrix.com, a micro-site complete with video featuring MLB talent, detailed technology graphics and statistical descriptions - dedicated entirely to the World's First Complete Hitting System. Consumers who visit <http://www.hitmatrix.com/>hitmatrix.com will also have the chance to enter to win the HitMatrix bat of their choosing.

**To receive more information or schedule an interview with an Easton Sports representative, contact (310) 578-7050 or e-mail [mann@formulapr.com](mailto:mann@formulapr.com).**