

# EASTON-BELL SPORTS

## FOR IMMEDIATE RELEASE

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## EASTON-BELL SPORTS ACQUIRES TALON LACROSSE

*Launch into category includes development of new Easton Lacrosse division*

VAN NUYS, Calif. (January 11, 2010) – Easton-Bell Sports, a leading manufacturer of sporting goods equipment, has acquired privately held lacrosse equipment manufacturer Talon Lacrosse – prompting the development of a new Easton Lacrosse division.

Together with Talon, the new lacrosse division will incorporate Easton's innovative design, materials and technology into the tradition and culture of America's fastest growing field sport. Talon co-founders Doug Appleton, Cort Kim and Blake Kim will all have strategic roles in the new division, with Appleton serving as general manager.

"I am pleased to welcome the Talon Lacrosse team to the Easton-Bell Sports family," said Paul Harrington, president and chief executive officer of Easton-Bell Sports. "Talon's lacrosse product knowledge and passion for the game combined with Easton's R&D resources and distribution channels provide a solid foundation for Easton's entrance into a growth market for sporting goods equipment."

Talon Lacrosse has successfully developed and marketed authentic products for player use at all levels and will now expand into a full line of innovative lacrosse products developed, manufactured and sold under the Easton brand.

"We are thrilled to be joining forces with a market leader like Easton," said Doug Appleton. "There are great synergies here with Talon Lacrosse and Easton's presence and brand positioning. Both Talon and Easton believe in technical innovation, superb quality and exceeding the expectation of our customers. As Talon becomes fully integrated into the Easton-Bell Sports family in the coming months, we will refine and communicate our product line introduction and go to market strategies to our consumers and retail partners."

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

**About Talon Lacrosse**

Talon Lacrosse was founded in 2005 and develops, markets and sells innovative lacrosse equipment. Talon's flagship product is its hardwood veneer-covered composite lacrosse shaft, and its newest product, the Talon Tribute head. More information about Talon Lacrosse is available at [www.talonlacrosse.com](http://www.talonlacrosse.com).

**About Easton-Bell Sports, Inc.**

Easton-Bell Sports, Inc. is a leading designer, developer and marketer of innovative sports equipment, protective products and related accessories. The company markets and licenses products under such well-known brands as Easton, Bell, Riddell, Giro and Blackburn. Its products incorporate leading technology and designs and are used by professional athletes and enthusiasts alike. Headquartered in Van Nuys, California, Easton-Bell Sports has 29 facilities worldwide. More information is available at [www.eastonbellsports.com](http://www.eastonbellsports.com).

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