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## **EASTON BASEBALL LAUNCHES “COLLEGE BASEBALL BLOG NETWORK”**

*Blog Network Establishes the Brand as the Online Hub of College Baseball*

VAN NUYS, Calif. (March 25, 2010) – Easton Baseball, the industry leader in baseball equipment, recently launched its very own “College Baseball Blog Network,” hosted on [EastonBaseball.com](http://EastonBaseball.com). The network features two of college baseball’s top journalists; Eric Sorenson and Kyle Peterson, offering their own unique news and views to fans of the game.

“Eric and Kyle are two of the pre-eminent voices in the sport of college baseball,” said Kyle Horn, Easton’s vice president of marketing. “Their insights and opinions are invaluable to not only the growing fan base of the sport, but likewise to those involved with and playing the sport. Easton’s unparalleled 32-year involvement with and evolution of college baseball fosters our continued dedication to provide the best equipment in the game. Eric and Kyle provide yet another connection point between the Easton brand and our consumers, but in a space that’s off the actual field.”

Easton’s College Baseball Blog Network now features two blogs: the second season of Sorenson’s *College Baseball Today* and the debut of Peterson’s *Destination Omaha*. Highlights of the Network include in-depth previews and reviews, Q&A’s with coaches, top weekly performances and their unique insights into and around the game. Particular to their respective sites, Sorenson has introduced his weekly BaldCast, a video roundup of the top stories in college baseball. Peterson will be providing audio podcast interviews with head coaches beginning in April and running through June. All content will also syndicate through multiple social networks including YouTube, Facebook and Twitter.

Both Omaha natives, Sorenson and Peterson grew up with college baseball in their blood. Sorenson, who currently resides in the college baseball hotbed of Southern California, has covered the game for CBS College Sports, CSTV and USA Today. Peterson was a star pitcher for Stanford during his college days, leading the Cardinal to two College World Series appearances, before being selected in the 1997 MLB draft. He currently works as a member of ESPN’s college baseball broadcast team.

Direct links can be found at <http://eastonbaseball.com/blogs/collegebaseballtoday/> and <http://eastonbaseball.com/blogs/destinationomaha/>.

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 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 No. 1 bat in the College World Series®, Women's College World Series®, Little League World Series®, and Slow-Pitch Softball, as well as the No. 1 stick and No. 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](http://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.

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