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HEAR THE DIFFERENCE, FEEL THE POWER LOUISVILLE SLUGGER INTRODUCES THE XENO LINE FOR FASTPITCH PLAYERS

LOUISVILLE, KY –Louisville Slugger® continues to produce the best products in baseball and softball, and the new Xeno models are no exception. Fastpitch players around the globe are clamoring to get their hands on the newest bat by the storied company.

The Xeno models are easily distinguished from other bats because of the very loud cracking sound upon impact with the ball. In addition, the Xeno bats possess the Inner Socket Technology, notably the new Swing 1 inner Disc Technology (S1 iD). The S1 iD allows the barrel to flex to its maximum allowable performance level. The Xeno bat is “game ready” from the time you take off the wrapper.

Two inner discs are positioned inside the barrel at the sweet spot to stop the barrel from flexing past the performance limit. Because of precise positioning of iD within the barrel, the player has a larger performing sweet spot.

Players can choose from three Xeno models in 2010: the FP11X, FP11X9 and FP11X8. All of the bats feature iST composite design, balanced swing weight and a synthetic grip with a 7/8” standard handle.

“Louisville Slugger’s exclusive inner socket technology keeps the handle stiff, not whippy like our competitors,” said James Sass, the company’s product developer. “The stiff handle gives hitters a great solid feel for maximum performance.”

The suggested retail price for the XENO models is \$299.95.

For more information, including models, lengths, weights and other features on all of Louisville Slugger’s bats, visit www.slugger.com.

ATTENTION EDITORS: For images of the new Xeno bats and other Louisville Slugger products go to www.slugger.com/media/

About Louisville Slugger®

Louisville Slugger® is the Official Bat of Major League Baseball and is a name that is synonymous with America’s pastime. Originating in 1884, Louisville Slugger bats graced the hands of the greatest players in baseball history including Babe Ruth, Ted Williams, Joe DiMaggio, Stan Musial, Jackie Robinson and Hank Aaron, to name a few. Stars of today also swing Louisville Slugger bats including Alex Rodriguez, Manny Ramirez, Jim Thome and Ken Griffey, Jr. Louisville Slugger also makes TPX® baseball equipment for college, high school and youth players, as well as TPS® equipment for slow-pitch and fastpitch softball. Louisville Slugger is a brand of the Hillerich & Bradsby Co., a fifth-generation family-owned company that also sells PowerBilt® golf equipment and Bionic® Gloves for a variety of sports and hobbies.