



DeMarini unleashes a Turbo-charged line-up for 2010

With the start of another great season just around the corner, the crew up at DeMarini Sports is fired up and ready to hit the fields with a full arsenal of new slowpitch bats.

"Our focus this year is in making slowpitch bats that will exceed the expectations of ballplayers everywhere," said Jerry Garnett, Slowpitch Marketing Manager for DeMarini. "We have something for everyone. If you want a two-piece feel, one-piece feel, 12-inch barrel or reduced diameter handle, we have it all covered in this year's line-up. Players told us what they wanted and we listened. Incredible performance, unmatched graphics and plenty of attitude, it's all there," said Garnett. It would appear that the Oregon based company with an Insane Dedication to Performance (ID2P) has returned to its slowpitch roots with a commitment that is sure to be noticed by players.

DeMarini will launch several new bats this season and their entire slowpitch line is scheduled to hit the retail shelves this spring. "2009 was a very good year for us. We had a great amount of success with our new The ONE bat line. Our all association and non-ASA models were very popular and sold extremely well for us. Players are excited about the one-piece feel they get from our two-piece The ONE bats," adds Garnett.

DeMarini will be adding its new Misery Loves Company all association The ONE model to their line this year. The ONE - MLC edition will feature an aluminum handle and DeMarini's 4.ONE two-piece technology that allows for players to continue having the one-piece feel which has made the bat such a popular model for NW Bat Company.

Two new J2 bats have been added to DeMarini's already impressive roster. The new all association J2 Fly Swatter and the J2 1.20 will offer players all of the traditional DeMarini Half & Half feel with a 12-inch barrel and a mid/end loaded balance point. The J2 Fly Swatter will also feature a .80 reduced diameter composite handle that will help players to generate unparalleled bat speed.

Keep your eyes and ears open for more information from the ID2P crew as they rip up the fields this year with great slowpitch Team Buy-In programs, product promotions and more event coverage than ever before.

For more information regarding DeMarini slowpitch please contact Jerry Garnett at: jerry.garnett@wilson.com.