

DeMarini Slowpitch Demo House Coming to a town near you!



DeMARINI FACTORY HITTER

Can I use your bat? This is a commonly asked question in dugouts all across the country. The desire to try it before you buy it has become increasingly higher to many players as they try to assess the latest and greatest bat technology in an effort to make an informed buying decision. DeMarini saw an opportunity to build a bridge between players and equipment and they are prepared to launch their new DeMarini Slowpitch Demo House program to the slowpitch public in November of 2010.

"We are extremely excited about

our new Demo House slowpitch marketing program," said Jerry Garnett, National Slowpitch Marketing Manager for DeMarini. "Our Initial focus will be on highly populated slowpitch areas in the country. We have identified these key slowpitch markets and aligning them with some of our better slowpitch retail partners to take part in this unique opportunity. Players will be able to log on to our DeMarini.com website and search for a participating Demo House retail location in their area. Once they have identified a participating retailer, players will be able to visit a Demo House location and borrow a demo bat on a collateral basis for a predetermined amount of time. When a player has determined what bat best suits their performance needs they will be able to purchase the DeMarini bat of their choice from the participating Demo House retailer," added Garnett.

DeMarini's Demo House program will include all of their performance line composite bats. Popular DeMarini slowpitch models such as the ONE, J2 & Stadium will all be available for players to use and enjoy. This program sounds like a win-win for players, retailers and DeMarini.

For more information regarding the DeMarini Demo House program please visit www.demarini.com.