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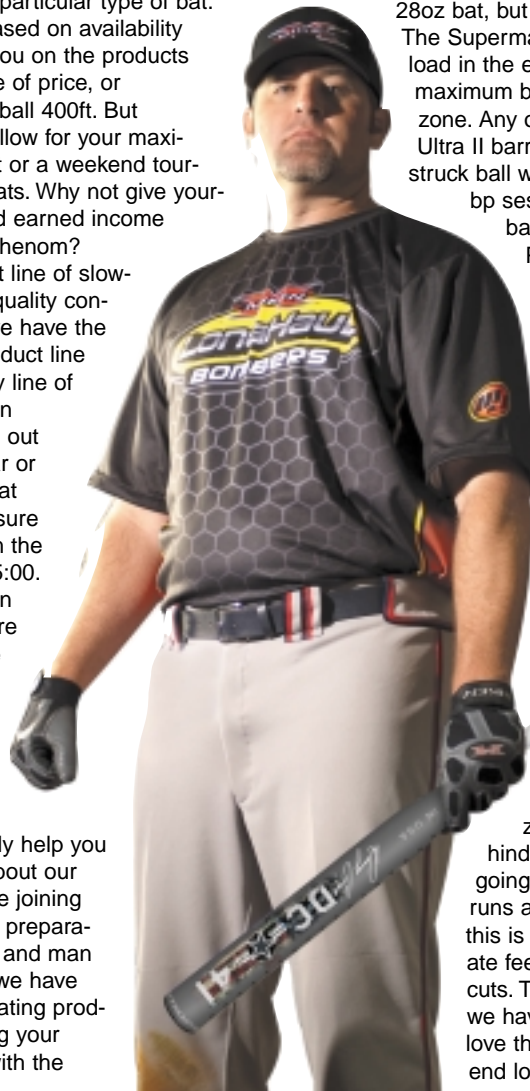
Ingenuity in the Field

With Adam Peterson

It's that time of year. New product is launched from all major bat manufacturers. You are researching, looking for demos, and asking players on mes-

sage boards which product is best. Slowpitch, Fastpitch or Baseball - the season is underway and Miken has a powerful new lineup. In these economic times it is very important to do your research before you purchase the bat that best suits your needs. You can read posts on message boards, go to internet dealer websites, or even watch Youtube videos of people hitting the ball out of the park on a consistent basis. But you aren't there and you aren't the guy or girl swinging. Swing types vary from player to player, and many swings are suited for a particular type of bat. You can shop price, and you can shop based on availability and location, but this article is to inform you on the products that might work best for you. Not because of price, or because you saw a guy on Youtube hit a ball 400ft. But because it just might be the right bat to allow for your maximum potential to show up at league night or a weekend tournament. Average league night is 3-4 at bats. Why not give yourself the best opportunity to have that hard earned income make you into a one night a week local phenom?

I'm about to introduce our new product line of slow-pitch bats that can do just that. With the quality control and ingenuity here at Miken Sports we have the product for any level. Our 2011- 2012 product line is, as always, a "Made in the USA" quality line of bats that will make that work day last even longer. If you are like me, you are looking out your office window at the trunk of your car or back of your truck, knowing you have a bat bag waiting. Then up to the sky to make sure Mother Nature doesn't throw a wrench on the batting practice you plan on taking after 5:00. Call your buddies and pick a field. Or even better go to league night and hit a creature that everyone talks about. After the game do me a favor and tell them which Miken you hit it with, the Freak FX 700 or the DC-41, Fusion or even one of our older models. All are different designs to give you the best chance possible to reach that maximum potential. You just need to do your research. This article will hopefully help you with that. I personally am more excited about our current lineup than I have ever been since joining Miken Sports. There was more offseason preparation, engineering, testing, product design and man hours swinging in the hitting facility than we have done in years. 2011 is a huge step in creating product that you can feel good about spending your money on. High end, high performance with the



blend of durability is what everyone wants in a bat. We have it this year in many models and the best part is, we made it in the USA.

My projection this year for the top bat in the line from a USSSA standpoint would have to be the DC-41. This is our new Denny Crine signature bat. It is available only in a Supermax end load so if you are that base hit back side hitter this might not be the bat for you. But this is the premier bat on the market for the powerhitter. People will talk about the graphics and they look great, but this bat is a bat you need in your bag because of the design and performance. I do recommend from a consumer standpoint dropping back an ounce with this bat. I normally swing a 28oz bat, but in this model I prefer a 27oz. The Supermax incorporates a significant load in the end of this bat, allowing for maximum bat speed through the hitting zone. Any one who remembers how the Ultra II barrel feels in response to a well-struck ball will have a déjà vu in your first bp session. The CRACK sound is back guys, and it's the DC-41. Priced at \$299.95, it is the king for 2011.

The Freak is back in a USSSA model with the new FX 700 technology. This bat has a couple of different options that will appeal to you. With homerun limits in softball today sometimes the best choice for a power hitter is to find that "happy medium" end load where

you can get the benefits of both worlds. The Freak FX700 Maxload is just enough to help that extra speed through the zone, but not so much that it hinders a player from accurately going backside when those homeruns are gone. Hot out of the wrapper this is a bat that will give you immediate feedback while taking your demo cuts. Those who loved the MV series we have had the last couple years will love this model. We backed off of the end load a bit and incorporated the FX





700 technology that will increase the sweetspot by up to 20%. This new technology really has changed the feel of the balanced model. The base hitter or precision/high average hitter will love this bat. With a total balanced feel it will show you a perfect blend of the Original Freak and the balanced MV series. This model still has the stiff handle and can surely be used as a power bat also. It will just come down to knowing your swing and picking the bat that works best for you. If you don't have a swing for an endload it can actually slow your bat speed so this model will be an excellent option for the player who wants to hit for both power and average with or without an endload. This bat is a top technology product priced at \$299.95.

This year we have a few different options for ASA in terms of performance and price. We have the Freak FX700 ASA series also. Coming in a Supermax and a balanced, no models will feel the difference in this new technology more than in the ASA model. With our current DST or Durashell Technology the FX 700 really opens up the sweetspot to give you the immediate reality of a step up in design. Also, for the first time we have incorporated the Supermax endload in our ASA product. This gives you the sledgehammer feel and that increased speed through the hitting zone for the power hitter. In the balanced you really see that the bigger



sweetspot enables you to increase your consistency on hitting those holes when the bombs are gone. This is a top ASA technology and priced at \$299.95.

Also this year, Miken Sports has brought an aluminum product to the market. With part of the country calling for an aluminum option with durability and performance, we designed the Fusion. Coming in a 26oz, 27oz and 28oz, this bat brings you a composite handle and aluminum barrel that has never been seen from us. It is a heavily tested product that we know will give you high performance and incredible feel combined with great durability. The market has been calling for a durable 2 piece that doesn't tank in the performance category. We have it in the Fusion. And priced at \$229.95, it is the perfect bat for your aluminum leagues.

Other price point bats you will find in the Miken line will be the Velocit-E. Priced at \$199.95 and 100% composite it will give you another durable great performing product at a price point little seen in the Miken line. Also, after

a very successful 2010, the Freak DST is still living strong. Balanced and Maxload options, this is a hot out of the wrapper

product that you will find at a comfortable price. This was our last year's \$299.95 model so if you are searching for a deal, this might be for you.

I am more excited for the 2011 – 2012 season than I have ever been. At Miken Sports, softball runs 365 days a year. From our vault of game changing technologies developed by our in house Engineering department to sweat from our player/employees testing the product, we have spent countless hours developing the best line in the game of softball. Follow us on Facebook and keep us posted on how your season is going!