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MIZUNO LAUNCHES EXPLOSIVE FRENZY 2™ FASTPITCH BAT SERIES
Bats Swung by 2009 NCAA and NJCAA National Champions

Norcross, GA (June 26, 2009) – Mizuno, one of the leading fastpitch bat manufacturers in the world, is scheduled to launch the new and improved Frenzy 2™ Fastpitch Bat Series on July 1st. The Frenzy 2™ Fastpitch is more balanced with faster and more consistent swing speeds than any other bat on the market. The Washington Huskies and Yavapai Roughriders swung the Frenzy 2™ Fastpitch bats en route to the 2009 NCAA and NJCAA National Titles.

The Frenzy 2™ Fastpitch bats are uniquely made with Black Onyx Carbon™, a state of the art carbon fiber. This carbon fiber is made in Japan, and is the same material used in the Boeing 'Dreamliner' 787 jets. Black Onyx Carbon™ provides maximum distance, ultimate control, and superior durability. The Frenzy 2™ Fastpitch is made from stronger materials for more consistent wall thickness for the most durable Mizuno bat ever.

Frenzy 2™ Fastpitch bats utilize Mizuno's Techfire Technology®, which is a unique three-tiered layer of materials that maximizes performance through an enlarged sweet spot area. The outer layer consists of Black Onyx Carbon™, with the middle layer comprised of a carbon fiber piping, and the inner most layer made of a carbon glass piping. These tri-axial composites increase the sweet spot of the Frenzy 2™ Fastpitch resulting in stronger and more desired performance.

Another advanced technology in the Frenzy 2™ Fastpitch is Anti-Shock Construction™. Mizuno's research and development team created this innovative technology, which is designed to reduce vibration on all "miss-hits." To control stiffness of the Frenzy 2™ Fastpitch bat from top to bottom, Mizuno's research team added additional Black Onyx Carbon™ "flags" to the bat. There are about twice as many "flags" on each Frenzy 2™ Fastpitch bat, giving 38% less vibration than previous models.

All Frenzy 2™ Fastpitch bats are tested for quality control prior to becoming available for purchase. Using X-ray scanning technology, Mizuno inspects each Frenzy 2™ bat for cracks, wrinkles, and pipe separations in the carbon "flags" to ensure the quality and durability of the bats, along with the desired performance.

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“The Frenzy 2 bat line offers the most advanced fastpitch bats ever produced and they will quickly become the bat of choice for any player at any level looking for maximum distance, superior feel and ultimate performance, in a great looking bat,” said Dick Grapenthin, Vice President and General Manager of Diamond Sports, Mizuno USA. “The Frenzy 2 is upgraded from the barrel to the handle from the popular and successful Frenzy. We are confident that this new bat will be another top seller for Mizuno.”

The Buzz about the Mizuno Frenzy 2™:

“The Frenzy 2 helped our offense peak at the right time to propel us to a National Championship. We used the bats in the Super Regionals at Georgia Tech where our offense began to explode and the Frenzy 2 helped us break several offensive records at the 2009 Women’s College World Series.”

Heather Tarr-Head Coach of the Washington Huskies, 2009 NCAA Champions

“The Mizuno Frenzy and Frenzy 2 bats have been outstanding for our team the past two years. In two years we were able to hit 159 homeruns, with 86 coming this season, including the National Championship winner. The players loved the Frenzy! It has great pop, and a big sweet spot which helped our team to a .411 team batting average this season.”

Stacy Iveson-Head Coach for the Yavapai Roughriders, 2009 NJCAA Champions

“The Frenzy bat really helped me have an outstanding offensive year with Team USA. It is such an explosive and balanced bat, and it gave me extra confidence at the plate.”

Natasha Watley-Team USA Superstar

Frenzy 2™ Fastpitch bats will be available in two different Fastpitch styles, the Fastpitch (-8) model, and a (-10) model. The (-8) model is available in two sizes (34 inches, 33”) and the (-10) model is available in five sizes (34 inches, 33”, 32”, 31”, 30”).

The Frenzy 2™ collection of bats join the Frenzy, Wrath, Wrath 2, Techfire Envy, Techfire Crush, Techfire Crush 2, Techfire Rage, and the Finch Signature Series giving Mizuno its most powerful arsenal of softball bats ever. The Frenzy 2™ Fastpitch model bats will be available on July 1st, 2009. The suggested retail price for the bats is \$249.99.

Mizuno USA, Inc. is a wholly owned subsidiary of Mizuno Corporation, one of the largest specialty sporting goods manufacturers in the world. Mizuno USA, Inc. manufactures and distributes golf, baseball, softball, running, track & field, and volleyball equipment, apparel, and footwear for North America. Mizuno USA, Inc. is based in Norcross, Georgia.

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