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For more information and images of the award, please contact:

Maria Marrs
 (314) 819-2943
mmarrs@worthsports.com

Worth® Launches Fastpitch Experts (FPX) Initiative

Fastpitch softball's category leader aims to better educate consumers

ST. LOUIS, MO – February 17, 2011 – Worth® Sports today announced its new brand and product education platform, Worth FPX® or Worth Fastpitch Experts®, designed to highlight the specific needs for the fastpitch athlete.

Armed with a new and expansive product line of fastpitch softball-specific products, including fielder's gloves, helmets and performance apparel, St. Louis-based Worth hopes to better engage and interact with players across all skill levels to ensure they have the equipment necessary to take their games to the next level.



“Our product team has worked closely with elite fastpitch players to find out what she is looking for in her gear,” said Maria Marrs, brand marketing manager for Worth, a subsidiary of Jarden Team Sports. “When the fastpitch world has a product question, we want them to think ‘Worth FPX.’”

Available at every price point, the Worth FPX product portfolio employs a wide array of educational tools to help the beginner player to the elite athlete select the best equipment and apparel to fit her individual game.

All Worth FPX products include 2D bar codes, allowing consumers with smartphones a point-of-purchase video demonstration of what exact product they should purchase to match their size and skill level. For instance, a player or parent having a difficult time choosing which bat length and weight to purchase could scan the 2D bar code and instantly watch a video featuring one of Worth FPX's 17 professional ambassadors explain how to select the right length and balanced weight of any fastpitch softball bat.



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“If there is a question on proper bat size, ball size, or even how-to questions for practice and training, we want the girls to be able to come to us to have those questions answered,” Marrs said.

In addition to the concept, design, production and technology explanation of Worth FPX product, a staff of 16 distinguished fastpitch experts will cover the country this year to interact with the fastpitch community.

The Worth FPX staff is comprised of Olympic and professional fastpitch players, including: Monica Abbott, Callista Balko, Kristen Butler, Tonya Callahan, Rachel Folden, Megan Gibson, Kristin Schnake, Tracy Jester, Loryn Johnson, Jamee Juarez, De De Justice, Audrey LaFountain, Danielle Kinley, Gabrielle Rendon, Samantha Ricketts and Amanda Scarborough.

The Worth FPX staff is actively making appearances, hosting clinics and connecting through social media to build brand awareness and educate fastpitch players across the country.

About Worth Sports

Worth Sports® is a leading marketer and manufacturer of softball and baseball equipment and part of the Jarden Corporation portfolio of brands. Worth is the official softball of the NCAA® and NAIA® softball championships. Worth is the official helmet and an official bat of National Pro Fastpitch. Worth is also the official bat and ball of USSSA. For more information, please visit www.worthsports.com, find us on [Facebook](#), or by phone at (314) 819-2800.

About Jarden Corporation

Jarden Corporation is a leading provider of niche consumer products. Jarden operates in three primary business segments through a number of well recognized brands, including: *Outdoor Solutions*: Abu Garcia®, Aero®, Berkley®, Campingaz® and Coleman®, Fenwick®, Gulp!®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Völk® and Zoot®; *Consumer Solutions*: Bionaire®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and *Branded Consumables*: Ball®, Bee®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Forster®, Hoyle®, Kerr®, Lehigh®, Leslie-Locke®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden has more than 25,000 employees worldwide. For more information, please visit www.jarden.com.

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