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DeMarini Calls Out Dedicated Players for Factory Teams Program

100 slowpitch teams will be selected to receive special equipment packages

Hillsboro, OR—October 6, 2009--DeMarini, makers of the world's most technologically advanced bats, is sounding the call for their Factory Teams program. DeMarini is looking for lower-division slowpitch softball teams who play for the love of the game and would like to be part of the DeMarini sponsorship package program.

Each player package includes a DeMarini bat, a player's bag on wheels, a team shirt featuring poly-sublimate moisture management, game-ready hat and batting glove. Teams will be able to choose the ASA, USSA, NSA and ISA-approved bat they want for each package, including the latest and greatest DeMarini bats such as the Fly Swatter, Misery Loves Company, J2, ONE, ONE 12, 375, F-4, Steel & Ultimate Weapon.

"It's a clear way to show that we are dedicated to slowpitch and to supporting the players who make it great," said Jerry Garnett, Global Marketing Manager of DeMarini. "We're putting our money where our mouth is and offering players the best gear in the business at a fraction of the cost. We believe that our 2010 bat line-up represents some of the best bats in the industry and this program is one of the many tools that we will use in the months to come to reposition DeMarini as the number one slowpitch brand. Once players get their hands on our new slowpitch models, they won't settle for anything else."

To qualify for this unprecedented program, teams must be C, D or E level, and can be men's, women's or co-ed teams. Each team must commit to at least 10 packages to be eligible for sponsorship. Pricing for the packages will be approximately half off of retail value based on the bat chosen. Teams will also get a DeMarini factory team vinyl banner to fly at games, and photos of each factory team will be featured on the DeMarini website. Packages will begin shipping in January, so teams will have their new DeMarini gear in plenty of time for spring training. Please contact jerry.garnett@wilson.com for pricing details and to apply for the program. Only 100 teams will be invited to this program, so call early for the best chance to be part of the program.