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MIZUNO INTRODUCES NEW AND IMPROVED EXPLOSIVE FRENZY 2™ SLOW PITCH BATS

Norcross, GA (March 18, 2009) – Mizuno, one of the leading slow pitch bat manufacturers in the world, is scheduled to launch the new and improved Frenzy 2™ Slow Pitch Bat Series next month. The Frenzy 2™ is an upgraded version of the highly successful Frenzy™, and offers an increased sweet spot and more durability than any previous Mizuno slow pitch bat. The Mizuno Frenzy 2™ slow pitch bat is available in both ASA and USSSA models.

The Frenzy 2™ 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™ is made from stronger materials for more consistent wall thickness for the most durable Mizuno bat ever.

Frenzy 2™ ASA Slow pitch 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™ ASA, resulting in stronger and more desired performance.

The Frenzy 2™ USSSA approved bats are referred to as the Frenzy 2™ Xtreme. The Frenzy 2™ Xtreme bats are made with Mizuno’s revolutionary AX4 Technology™, a unique composite construction that fuses four layers of materials, an outer carbon wall, two middle layers of carbon piping, and an inner carbon wall. Mizuno was the first bat manufacturer to use this revolutionary double pipe construction on the inside of the bat. The AX4 Technology™ in the Frenzy 2™ increases the performance and the sweet spot area of the bat, producing better results.

All Frenzy 2™ ASA and Xtreme 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 slow pitch 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™:

“Our team used the original Mizuno Frenzy and had tremendous success with it. We started to swing the new Frenzy 2, and were impressed with the increased performance of the bat. This is one fantastic bat.”

Scotty O’Neil-Coach of the TaylorMade/Mizuno Slow pitch Team

“The Frenzy 2 has great feel, and even better distance from the original Frenzy. Our club is excited to make the switch to the Frenzy 2. We don’t think our opposition is too thrilled about it though.”

Brian Floyd-1B for the TaylorMade/Mizuno Slow pitch Team

All Frenzy 2™ ASA and Xtreme slow pitch bats are 34 inches in length, and are available in four different weights (26oz., 27oz., 28oz., and 29oz.). The Frenzy 2™ ASA is blue and white, and the Frenzy 2™ Xtreme is red, grey, and white.

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™ ASA and Frenzy 2™ Xtreme model bats will be available on April 15th, 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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