

## MIZUNO INTRODUCES FRENZY™ 3.0 FASTPITCH BATS

Norcross, GA (July 13, 2010) – [Mizuno](#), one of the leading fastpitch bat manufacturers in the world, has launched the new and improved [Frenzy™ 3.0 Fastpitch Bat Series](#). The Frenzy™ 3.0 Fastpitch Bat is more balanced and offers one of the fastest and most consistent swing speeds of any bat on the market. Several NCAA teams, including the 2009 NCAA Champion Washington Huskies, relied on the Mizuno Frenzy™ 3.0 for their 2010 return to Oklahoma City for the Women's College World Series.



The Frenzy™ 3.0 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™ 3.0 Fastpitch bat is made from stronger materials for more consistent wall thickness for the most durable Mizuno bat ever.

Frenzy™ 3.0 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 piping. These tri-axial composites increase the sweet spot of the Frenzy™ 3.0 Fastpitch resulting in stronger and more desired performance.



Another advanced technology in the Frenzy™ 3.0 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™ 3.0 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™ 3.0 Fastpitch bat, giving 38% less vibration than previous models.

During the production process, Mizuno utilized a revolutionary air molding inner wall system designed to create a more consistent carbon frame. From there, all Frenzy™ 3.0 Fastpitch bats are tested for quality control prior to becoming available for purchase. Using X-ray scanning technology, Mizuno inspects each Frenzy™ 3.0 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.

"The Frenzy 3.0 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 power, superior feel, and ultimate durability, in an outstanding looking bat," said Dick Grapenthin, Vice President and General Manager of Diamond Sports, Mizuno USA. "The Frenzy 3.0 has been upgraded from top to bottom from the popular Frenzy 2. We are confident that this new model will be another top seller for Mizuno."

### **The Buzz about the Mizuno Frenzy 3.0:**

"We have been really impressed with the way the Frenzy 3.0 bats have performed. The durability and the performance is unreal. Our kids really enjoy the way the bats feel in their hands. They feel like they have a little bit of an advantage. We have seen our power numbers increase and our batting averages increase. We're seeing more kids hit more home runs."  
- Howard Dobson-Head Coach, University of Southern Mississippi

"We won the conference and positioned ourselves in the Top 25 using the bat. The Frenzy 3.0 has allowed us to be able to do everything that we have set out to do. The sweet spot produces hits up and down the bat. Mizuno's commitment to excellence always comes through. Every year you know you are going to get a better product from Mizuno, and we know that we are going to have an advantage because of that."  
-Matt Meuchel-Head Coach, University of Nevada-Reno

"The girls are thrilled with the new Frenzy 3.0. They love the balance, and the great pop off the bat. The Frenzy 3.0 is great for both slappers and great for power hitters. Our girls feel that it is more evenly balanced, and not quite as end-loaded as previous models, therefore they are having more success with quicker pitching, by being able to get the barrel

out.”

*-Stacy Iveson-Head Coach, Yavapai College*

“Our decision to switch to using the Mizuno Frenzy was probably the best thing we could have ever done. We won a national championship with the Mizuno Frenzy behind us the whole way. It’s a great bat, it has a lot of pop, and our student-athletes love to use it.”

*-Heather Tarr-Head Coach, University of Washington*

“I have been using the Mizuno Frenzy bats for three years. I like the way the ball sounds off the bat. I am comfortable with the bat, and I like the way the ball flies. When the ball hits the bat, it has a unique kind of feeling compared to other bats.”

*-Danielle Lawrie-2009 and 2010 USA Softball National Collegiate Player of the Year*

“I think Mizuno did a great job on the grip of the Frenzy 3.0. It’s a solid bat, and it has just as much pop as any bat on the market. As we’ve continued to use Mizuno, our offense has continued to get better and better. We continue to score more runs, and that’s helped us win a lot of games.”

*-Rich Wieligman-Head Coach, Oklahoma State University*

Frenzy™ 3.0 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™ 3.0 collection of bats join the Frenzy™, Frenzy 2™, Shadow, Avalanche, and Jennie Finch Signature Series giving Mizuno its most powerful arsenal of fastpitch bat ever. The Frenzy™ 3.0 Fastpitch model is available now. 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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