



Adding Fuel to the Fire. Miken® Introduces the Burn® ESD

December 2006, Caledonia MN - Miken's new Burn® ESD is fueled by the industry's most advanced technologies, providing a new level of play to the game of baseball. The Burn ESD is Miken's newest introduction to the game, engineered with superior materials to help players outperform the toughest competitors.

ESD™ Extended Sweetspot Design and extra-long barrel construction produce the industry's largest sweetspot, delivering unmatched performance. Revolutionary Helix™ "continuous inner weave" aerospace grade carbon fiber produces consistent barrel flex. Miken's breakthrough Ballistic Crosslinked™ System provides 300% higher resin elongation for increased resilience at impact, superior durability, and unmatched barrel rebound.

"The Burn ESD marks Miken's greatest contribution to the game of baseball to date", stated Miken Business Manager Jim Hoscheit. "We are thrilled to be able to introduce a series of bats that deliver this level of performance. The technologies infused in the Burn ESD will prove to be combustible at the plate." said Hoscheit.

The Burn ESD Adult (Model MBRB) is BESR Certified, NCAA and NFHS approved and features a 2-5/8" barrel. The -3 Burn Adult is available in 31/28, 32/29, 33/30, 34/31 for an MSRP of \$379.95. The Burn ESD Senior models MBRBSR5 (-5; 30/25, 31/26, 32/27) MBRBSR9 (-9; 28/19, 29/20, 30/21, 31/22, 32/23) and MBRBSR10 (-10; 28/18, 29/19, 30/20, 31/21, 32/22) feature a 2 5/8" diameter extra-long barrel, the longest in its class. Senior models MSRP will be \$289.95. The Burn ESD Youth League is approved for play in Little League Baseball®, USSSA®, Dixie Youth Baseball®, Babe Ruth® Baseball, Pony League Baseball®, and AABC®. The BPF 1.15 certified Burn ESD Youth League Model MBRBY10 (-10; 28/18, 29/19, 30/20, 31/21, 32/22) and Model MBRBY12 (-12; 28/16, 29/17, 30/18, 31/19, 32/20) feature a 2 ¼" diameter barrel and MSRP of \$259.95. The Burn ESD is also available in a Coaches Pitch model MBRBCP (-11.5; 26/14.5, 27/15.5, 28/16.5) with a 2 ¾" diameter barrel and MSRP of \$149.95. All Burn ESD models will be available in February 2007. The Burn ESD is featured in EA Sports® MVP™ 07 NCAA Baseball game.

Founded on the philosophy of "technology without limits", Miken Sports is the premier manufacturer of high-performance sports equipment. Miken's mission to produce the most technologically advanced softball and baseball equipment is driven by a commitment to the players. The Miken formula is working, and the results are obvious. Elite Equipment for the Elite Player™.

For more information on Miken's entire product line, visit www.mikensports.com.