



## ASHURST AND EASTON SIGN COMMERCIALISATION CONTRACT

Baltimore, February 14 - Ashurst Technology Ltd. (OTC Bulletin Board: AHRLF)("Ashurst") and Ashurst Technology Canada Inc. announced today the signing of a commercialisation contract with Easton Sports, Inc. ("Easton") to manufacture and market baseball and softball bats using Ashurst's proprietary aluminum-scandium alloys. The commercialisation agreement grants Easton an exclusive worldwide right to make, use and sell bats using Ashurst's aluminum-scandium alloys and includes provisions for annual minimum sales, licensing, and the supply and sale of Ashurst aluminum-scandium master alloy.

In conjunction with this announcement, Easton has today launched "Redline C-Core," the company's new premier line of softball and baseball bats. The launch is taking place today through February 17 at the Sports Super Show in Atlanta, Georgia, the sports industry's largest trade show.

"Ashurst is pleased to be teamed with the leading aluminum bat company," said Benton Wilcoxon, Chairman and CEO of Ashurst. "We are very impressed with Easton's commitment to our alloys and this new product line. The launch of Redline C-Core bats marks the first commercial use of aluminum-scandium structural alloys outside the former Soviet Union. We wish Easton every success with Redline C-Core and look forward to the successful commercialisation of other products that are currently being developed by our two companies," said Wilcoxon.

"The success of Easton is built on innovating and developing new, better performing products," said Jim Easton, Easton's Chairman. "Our company considers the use of Ashurst's high strength aluminum-scandium alloys the most significant development in bat technology since we first introduced aluminum bats to the market in the early 1970's. We have been able to achieve unprecedented strength increases which has enabled our design engineers to produce bats with thinner walls, less weight, greater trampoline effect and simply better performance. It is fitting that the introduction of Redline C-Core bats represents the most significant product launch in Easton's history," commented Easton.

"Easton has initially allocated in excess of \$635,000 to an international advertising and promotional campaign, including dedicated print media placement, in-store point-of-purchase displays, a sales video and accompanying brochures for our sales representatives and distributors," said Mike Zlaket, Easton's Vice President, Baseball/Softball. "The feedback from our market surveys and from our sales representatives and distributors has been tremendous. We anticipate booking significant orders at the Super Show, and look forward to the product line being in stores throughout North America beginning in May," said Zlaket.

Established in 1922, Easton is a privately held international sports equipment company with over 1,000 employees. The company is headquartered in Van Nuys, California, and has research/development, manufacturing, marketing and distribution operations in the U.S., Canada, the Netherlands, Australia, and Mexico. Easton produces a wide range of products including baseball and softball bats, bicycle tubing and accessories, hockey sticks, golf shafts, arrows, ski and tent poles and a number of other sports and non-sports related products. In North America, where over 90% of bats sold are aluminum, Easton dominates the market with approximately 60% market share. Since 1980, teams using Easton bats exclusively have won all but one NCAA Division I College World Series Championship.

Since 1992, Ashurst has been active in the research, development and patenting of a number of aluminum-scandium alloys. When alloyed with aluminum, scandium becomes an extremely potent alloying element, with the ability to refine grain size, inhibit recrystallisation, increase plasticity, enhance fatigue resistance and provide higher strength. In particular, scandium has unique abilities to provide grain refinement and strengthening in welds. Ashurst is involved in virtually every step of the aluminum-scandium commercialisation process including scandium mining, extractive metallurgy, the production of master alloy, and the invention and development of alloys for specific products. Ashurst is currently marketing aluminum-scandium weld-wire and is working with a number of companies, including Easton, McDonnell Douglas Aerospace, Cercast Group, Israel Aircraft Industries and Hydro Automotive, on structural and casting alloy development programs.

With principal operations in Kyiv, Ukraine, and Baltimore, Maryland, Ashurst is in the business of developing and commercialising North American and Ukrainian advanced materials and technologies. The company is also active in the

development of mineral resources in Ukraine. Ashurst's near-term strategy is to penetrate sports equipment, aerospace, automotive and marine industries with aluminum-scandium alloys and metal matrix composites. Ashurst is also developing energy storage devices, fibers, novel coating systems and other light metal alloys including porous titanium and magnesium.

*Distributed by PR Newswire on behalf of Ashurst Technology*

---

Contact details for all releases are only available to the media via [PR Newswire for Journalists](#).

---

PR Newswire Europe Ltd.

209 - 215 Blackfriars Road, London, SE1 8NL

Tel : +44 (0)20 7490 8111

Fax : +44 (0)20 7490 1255

E-mail : [info@prnewswire.co.uk](mailto:info@prnewswire.co.uk)

Copyright © 2010 PR Newswire Europe Limited. All rights reserved.

A [United Business Media](#) Company.

[Terms and conditions of use](#) apply.