

LEARN FASTPITCH FROM THE BEST! SLUGGER.COM OFFERS FREE VIDEO TIPS FROM FASTPITCH GOLD MEDALIST JESSICA MENDOZA

LOUISVILLE, KY (March 7, 2008) - Fastpitch players looking to improve their game can learn from one of softball's best players with a simple click of a mouse. Team USA member Jessica Mendoza, a 2004 Olympic Gold Medalist, has worked with Louisville Slugger® TPS® to create a series of free instructional videos on www.slugger.com. The videos serve as a great tool for coaches too.

"We produced 17 videos with instruction and tips on how to become a better fastpitch player," said Mendoza, who was also a four-time first team All-American at Stanford University. "The videos are all pretty short and to the point, so it's easy to watch one at a time or several in one sitting. Then you can take what you've learned out onto the field for practice and games."

Most of the videos are focused on hitting, base running, and fielding.

Individual hitting topics include Bunting, Slapping, and The Load, On Deck

Preparation, Hitting the Outside Pitch, Tee Work, and Warming Up. Base running video topics focus on Technique, Good Lead, Piston Action, Pumping Your Arms, Rounding Bases, and Running Through First Base. Since Jessica is an outfielder, the instructional fielding videos are about proper technique for Catching a Fly Ball and Fielding a "Do or Die."

In addition, there are videos where Jessica talks about her childhood, her mental approach to the game, dealing with pressures on and away from the field, and living a well balanced life.

"While these videos will be of great interest to girls who play fastpitch, they also have great benefit for coaches looking for ways to teach fundamentals and technique," said Louisville Slugger TPS Manager of Fastpitch Relations Rob Partin. "And a lot of the material can also be applied to baseball, so young baseball players and coaches may also want to check them out."

Mendoza, the 2006 Softball Player of the Year, says she hopes players who benefit from her video instruction at www.slugger.com will tell others.

"I hope the videos will help players at all levels improve, whether it's someone playing for the first time and trying to learn the game or experienced players looking to take their game to the next level. There's something in the videos for every player."

Louisville Slugger TPS is honored to have Jessica as part of its advisory staff.

"Jessica is not only a great fastpitch player, she's a wonderful role model for kids," Partin said. "She worked hard to earn a scholarship to Stanford where she finished with undergrad and graduate degrees. She's disciplined and dedicated and all about team."

Mendoza and Team USA will be chasing another Gold Medal at the 2008 Olympics in Beijing.

In addition to her softball and academic credentials, Mendoza is a board member with the Women's Sports Foundation and the NEA Foundation. She has also worked as a color commentator for ESPN broadcasts of the Women's College World Series.

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About Louisville Slugger®

Louisville Slugger® is the Official Bat of Major League Baseball and is a name that is synonymous with America's pastime. Originating in 1884, Louisville Slugger bats graced the hands of the greatest players in baseball history including Babe Ruth, Ted Williams, Joe DiMaggio, Stan Musial, Jackie Robinson, and Hank Aaron, to name just a few. Stars of today also swing Louisville Slugger bats including Alex Rodriguez, Manny Ramirez, Jim Thome, and Ken Griffey, Jr. Louisville Slugger also makes TPX® baseball equipment for college, high school, and youth players, as well as TPS® equipment for slow-pitch and fastpitch softball players. Louisville Slugger is a brand of the Hillerich & Bradsby Co., a fourth generation family-owned business that also manufactures PowerBilt® golf clubs, and Bionic® Gloves for a variety of sports and hobbies.