

# Lizard Skins September 1- October 31, 2021 Media Hits

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THE FACTS... YOU MAKE THE CHOICE**

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OCTOBER 2021

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### QUICK RELEASES



#### LIZARD SKINS MONITOR OPS GLOVES

The new Monitor Ops gloves have an aggressive design with strategic knuckle padding that acts as a debris shield without sacrificing comfort. The one-piece AX suede palm is soft, comfortable and sleek to keep the rider in tune with the bike. The gloves also feature a neoprene wrist cuff, silicone for enhanced grip and even a handy microfibre nose wipe.

**Price:** \$27.99  
**Contact:** [www.lizardskins.com](http://www.lizardskins.com)

#### EBTRONIC LAPTOP POWER BANK

This multi-device backup power bank has a 20,000mAh battery with 63-watt total output over three ports: 65-watt USB-C PD, 18-watt USB-A Quick Charge 3.0, 5-watt USB-A 2.4A and can charge three devices simultaneously. We've been using this on multi-day bikepacking trips for an ultra-fast recharge on cameras, cycling computers, phones and even a laptop! The automatic device detection ensures your devices will always charge safely and efficiently. Noteworthy is that the battery is covered in soft waterproof knee canvas and a soft-touch frame, along with an LCD display. That shows the remaining battery life at a glance.

**Price:** \$69.99  
**Contact:** [www.eitrova.com](http://www.eitrova.com)

#### OUTBOUND LIGHTING TRAIL EVO

The Trail Edition has an ergonomic, wide and evenly lit beam pattern while maximizing every lumen. The new Trail Evo option from Outbound builds on that incredible light and improves the beam pattern, making it wider and stronger than before, while removing the external battery and incorporating a unique quick-release mechanism that is cleanly integrated into the cockpit. The mount sits right in the center, has an out-front quick-release mount made of die-cast aluminum, and can run 150-plus minutes of strong output with the ability to charge on the go.

It has all of these features while still having a smooth feel-off. It's around the bike to enhance peripheral vision.

**Price:** \$245  
**Contact:** [www.outboundlighting.com](http://www.outboundlighting.com)

#### SESSON S-WAX DRY LUBE

S-Wax is Sesson Components' revolutionary dry lube. By design, it is a high-concentration wax compound and has up to three times more wax and lubricating agents than major brands in the market. S-Wax has no water added to its formula, it is biodegradable and has high-thermal stability. This product has been keeping our gears and drivetrain always clean, sliding better and riding smooth. Available in multiple sizes for the travel or home toolkit.

**Price:** \$6, 1 ounce; \$17, 3.38 ounces; \$60, 16.9 ounces  
**Contact:** [www.sesson-usa.com](http://www.sesson-usa.com)



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## [Compass Diversified's Marucci Sports Acquires Lizard Skins](#)

Baseball and softball equipment manufacturer Marucci Sports announced Monday it has acquired Lizard Skins.

Lizard Skins' leadership team — including founder Brian Fruit — is expected to continue leading the brand. Marucci Sports is a subsidiary of [Compass Diversified, which last year purchased BOA Technology](#). BOA supplies dial-fit systems to many cycling shoe and helmet makers. Compass Diversified also is the former owner of CamelBak and Fox Factory.

"We are thrilled to take this step forward in our growth as a company and become part of the incredible Marucci team," Fruit said. "Our success is a product of our unwavering focus on the demands of elite athletes, and Marucci shares our total commitment to meeting the needs of those customers. ..."



### [Compass Diversified-Backed Marucci Sports Announces Acquisition of Lizard Skins](#)

Marucci Sports, LLC (“Marucci”), a subsidiary of Compass Diversified (NYSE: CODI) and a leading designer and manufacturer of baseball and softball equipment and apparel, today announced it has acquired Lizard Skins LLC (“Lizard Skins”), a designer and seller of branded grip products, protective equipment, bags and apparel for use in baseball, cycling, hockey, Esports and lacrosse.

With the acquisition of Lizard Skins, Marucci is positioned to build on its leading position in diamond sports while simultaneously developing the company’s presence in new sports markets such as hockey and cycling. Founded in 1993 with a focus on designing products to protect bicycles and riders, Lizard Skins has since expanded to a range of sports and has leveraged its leading technology to become the official bat grip of Major League Baseball, the grip of choice for various pro cycling teams, and its DSP hockey grip tape is a licensed product of the National Hockey League. Lizard Skins’ leadership team, including its founder Brian Fruit, are expected to continue leading the brand as part of Marucci.

“Adding Lizard Skins’ outstanding products to the Marucci family is a terrific opportunity to enhance our offerings,” said Kurt Ainsworth, CEO of Marucci. “With its exciting brand, innovative designs, and leading technology, Lizard Skins has earned the trust of top athletes, and its strong presence both inside and outside the diamond sports market makes this an exciting partnership. We look forward to welcoming Brian and his team aboard.”

“We are thrilled to take this step forward in our growth as a company and become part of the incredible Marucci team,” said Brian Fruit, President and CEO of Lizard Skins. “Our success is a product of our unwavering focus on the demands of elite athletes, and Marucci shares our total commitment to meeting the needs of those customers. I am confident that with support of CODI and Marucci’s resources, we will better be able to provide our athletes the top-of-the-line equipment they need to succeed against all competition. I am excited to continue the Lizard Skins mission to develop, expand and improve equipment for our customers.”

### [Compass Diversified Marucci Sports Acquires Lizard Skins](#)

Founded in 1993 with a focus on protection products for bicycles and riders, Lizard Skins expanded its grip technology to baseball and hockey. In addition to its bar tape being used by various pro cycling teams, Lizard Skins is also the official bat grip tape of Major League Baseball. In addition, Lizard Skins' DSP hockey grip tape is a licensed product of the National Hockey League. In 2017, Lizard Skins acquired Ouray Grips. "We are thrilled to take this step forward in our growth as a company and become part of the incredible Marucci team," Fruit said. "Our success is a product of our unwavering focus on the demands of elite athletes, and Marucci shares our total commitment to meeting the needs of those customers. ..."

Compass Diversified's Marucci Sports acquires Lizard Skins Marucci Sports was founded in 2009 and manufactures and distributes baseball and softball equipment under the Marucci and Victus brands. Headquartered in Baton Rouge, Marucci's product portfolio includes wood and metal bats, apparel and accessories, batting and fielding gloves, and bags and protective gear.







## [Marucci Sports Announces Acquisition of Lizard Skins](#)

Marucci Sports, LLC, a subsidiary of Compass Diversified (CODI), announced it has acquired Lizard Skins LLC, a designer and seller of branded grip products, protective equipment, bags and apparel for use in baseball, cycling, hockey, Esports and lacrosse. Terms of the transaction were not disclosed.

With the acquisition of Lizard Skins, Marucci said it “is positioned to build on its leading position in diamond sports while simultaneously developing the company’s presence in new sports markets such as hockey and cycling.”

Lizard Skins’ leadership team, including its founder, Brian Fruit, are expected to continue leading the brand as part of Marucci.

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### [Marucci Sports Buys Equipment Designer Lizard Skins](#)

Marucci Sports has purchased Lizard Skins, a designer and seller of branded grip products, protective equipment, bags and apparel for use in baseball, cycling, hockey, esports and lacrosse, the companies announced today.

With the new deal, Marucci, which makes equipment for baseball and softball players, builds on its position in diamond sports and expands into new sports under Compass Diversified, which [purchased the locally grown company](#) last year for \$200 million.

“Our team at [Compass Diversified] prides itself on being business builders, having completed nearly 30 add-on transactions for our subsidiaries since our inception,” says Compass CEO Elias Sabo.





## [Marucci Sports Tightens its Grip on Baseball, Buying Lizard Skins](#)

Baseball equipment company Marucci Sports today announced the acquisition of Lizard Skins, a manufacturer of grip tape used in baseball, hockey and other sports, as part of a bid to expand its position in the industry and test the waters in new markets. Terms of the transaction were not disclosed. However, according to people familiar with the matter, the deal is worth nearly \$50 million.

“[Lizard Skins] will help enhance all of those products,” Ainsworth says, adding that the deal gives Marucci an opportunity to “really pour some gas on the fire with the brand they had created.”

Lizard Skins was founded in 1993 as a cycling accessories company. In 2012, four years after developing its flagship Durasoft Polymer grip, the company expanded into baseball, and it became officially licensed with MLB in 2016. Since 2018, Lizard Skins has brought its products to hockey (the company is licensed with the NHL) and lacrosse. It also produces gaming accessories like controller, mouse and joystick grips. When the deal closes, Lizard Skins is expected to remain independent under Marucci’s control, and founder Brian Fruit is expected to continue leading the brand. Lizard Skin declined to disclose its financials, but according to people familiar with the matter, the company is profitable.

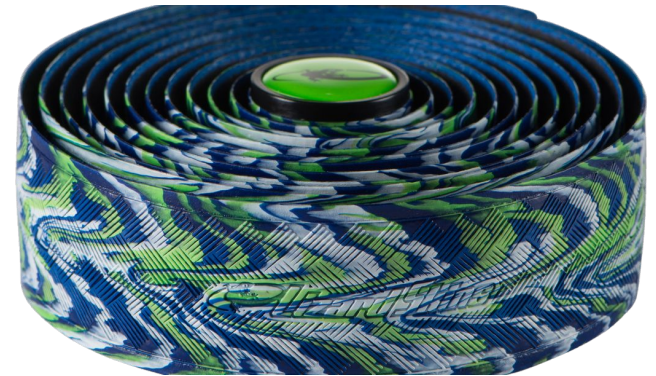


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"Adding Lizard Skins' outstanding products to the Marucci family is a terrific opportunity to enhance our offerings," said Kurt Ainsworth, CEO of Marucci. "With its exciting brand, innovative designs, and leading technology, Lizard Skins has earned the trust of top athletes, and its strong presence both inside and outside the diamond sports market makes this an exciting partnership. We look forward to welcoming Brian and his team aboard."

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