

News Release

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Bauer Performance Sports Ltd. Completes \$75 Million Initial Public Offering

TORONTO, Mar 10, 2011 /NOT FOR DISTRIBUTION IN THE UNITED STATES OR OVER UNITED STATES WIRE SERVICES/

Bauer Performance Sports Ltd. (TSX:PSG) ("Bauer") is pleased to announce that it has completed the initial public offering (the "Offering") of 10 million common shares priced at \$7.50 per share for total gross proceeds of approximately \$75 million. The net proceeds (exclusive of the expenses of the Offering), along with certain share consideration, will be used to acquire 100 per cent of Kohlberg Sports Group Inc. (the "Acquisition") from its security holders (the "Existing Holders"). Immediately following completion of the Offering and the Acquisition, the Existing Holders will hold a 66.7 per cent equity and voting interest in the Company on a non-diluted basis.

The common shares will commence trading today on the Toronto Stock Exchange under the symbol "PSG".

The Offering was made through a syndicate of underwriters led by RBC Capital Markets and CIBC, and including BMO Capital Markets, Scotia Capital Inc., TD Securities Inc. and Macquarie Capital Markets Canada Ltd. The underwriters have been granted an over-allotment option, exercisable for a period of 30 days following the closing date, to purchase up to an additional 1.5 million common shares at the initial public offering price of \$7.50. Bauer will not receive proceeds from the sale of these additional common shares, if any.

Bauer also announced today that contemporaneously with the closing of the Offering, it completed the refinancing transactions (the "Refinancing") as described in its final prospectus dated March 3, 2011. Further information regarding the Offering, the Acquisition and the Refinancing is set out in Bauer's final prospectus, which is available on SEDAR at <http://www.sedar.com/>

No securities regulatory authority has either approved or disapproved of the contents of this news release. The securities being offered have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws, and may not be offered or sold in the United States unless pursuant to an exemption therefrom. This press release is for information purposes only and does not constitute an offer to sell or a solicitation of an offer to buy any securities of Bauer Performance Sports Ltd. in any jurisdiction. ABOUT Bauer Performance Sports LTD.

Bauer Performance Sports Ltd. (TSX: PSG) is a leading developer and manufacturer of ice hockey, roller hockey, and lacrosse equipment as well as related apparel. The company has the most recognized and strongest brand in the ice hockey equipment industry, and holds the top market share position in both ice and roller hockey. Its products are marketed under the Bauer Hockey, Mission Roller Hockey and Maverik Lacrosse brand names and are distributed by sales representatives and independent distributors throughout the world. Bauer Performance Sports is focused on building its leadership position and growing market share in all product categories through continued innovation at every level. For more information, visit www.Bauerperformancesports.com.

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
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