

NEWS RELEASE

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OREGON CANINE CELEBRITY TO COMPETE IN 2008 HYPERFLITE SKYHOUNDZ WORLD CANINE DISC CHAMPIONSHIP

Challenges Make Success Sweeter for Bend Canine

(ATLANTA, August 25, 2008) More than 100 of the top canines in the world have qualified to compete for the title of World Champion at the Hyperflite Skyhoundz World Canine Disc Championship on September 27-28, at AT&T Field in Chattanooga, Tennessee. Merely qualifying for the World Championship is a huge accomplishment for even the most gifted of canines. But one of the qualifying canines also overcame additional obstacles to earn the right to compete in the World Championship.

Maty, an animal shelter mutt belonging to Troy Kerstetter and Lynne Ouchida of Bend, Oregon, gave a *leg up* to the other competitors right from the start. That's because *Maty* is missing one of her hind legs. Despite her situation, *Maty fetches with the best of them*, claims a proud Kerstetter. *Maty doesn't think that she is any different than the other dogs and we don't treat her any differently*, Ouchida, adds. During *Maty's* non-disc dog days she is gainfully employed as the mascot for the Humane Society of Central Oregon.

Hyperflite, co-founder, Jeff Perry, maintains that the Skyhoundz Canine Disc Competition Series was intended from day one to be as inclusive as possible. *With no impediments to participation and more than 100 contests in North America alone*, Perry says, *we expect to be inspired as competitors, both human and canine, do their best to meet the challenges that life can offer.*

The Hyperflite World Championship is the premier event in canine sports and features top teams from around the world. Contestants and their canine teammates will earn points for tricks ranging from simple throws to unbelievable acrobatics. Hyperflite will stage this year's Skyhoundz World Championship to benefit the McKamey Animal Care and Adoption Center (www.mckameyanimalcenter.org).

The 2008 Hyperflite Skyhoundz World Canine Disc Championship will include the top teams from eight U.S. regions as well as teams from other participating countries. Many of the canine athletes expected to compete were rescued from animal shelters.

Hyperflite sparked a canine disc revolution when it released the Jawz disc — the world's toughest canine competition disc designed especially for *dentally-obsessive* canines. Hyperflite's, *Disc Dog Training DVD*, the most informative and action-packed canine training video ever made, has introduced thousands to the health and exercise benefits of canine disc play.

Hyperflite is committed to developing the safest, best-flying, and most durable canine discs in the world. Its support of the Skyhoundz Canine Disc World Championship series, the largest disc-dog competition series in the world, ensures that disc-dog enthusiasts world-wide will have exciting venues in which to compete. For more information about Hyperflite products or to find out about the Skyhoundz World Canine Disc Championship Series, please visit www.hyperflite.com. Contact: Jeff Perry 770-751-3882; email jperry@hyperflite.com.

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