

NEWS RELEASE

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WORLD'S GREATEST ATHLETES COMPETE IN CHATTANOOGA, TENNESSEE *Crowning event of largest disc-dog competition series in the world held on September 25-26, 2010*

(CHATTANOOGA, SEPTEMBER 25-26, 2010) The greatest canine athletes in the world put on quite a show at the Hyperflite Skyhoundz World Canine Disc Championship in Chattanooga, Tennessee on September 25th and 26th at AT&T Field, and not one of them had ever heard of steroids, salary caps, or suspensions. In fact, these elite level athletes even played for free...for the love of the game.

The Hyperflite Skyhoundz World Championship featured spectacular demonstrations of canine athleticism from leaping labs, springing spaniels and marvelous mutts...exactly what you would expect from man's (and woman's) best friend.

In the Open Division, Lawrence Frederick and "Flash" of Jacksonville, Florida won his first Skyhoundz World Championship title with two nearly flawless Freestyle routines.

The Youth Division, for youngsters under 16, featured amazing performances from the rising stars in canine disc sports. But fifteen-year-old Miami, Florida resident, Scott Avick and his dog "Hazel" ran away with the Youth Division World Championship title.

Chuck Middleton, a Dallas, Texas native, and his canine "BamBam," edged out the rest of the field to win the Sport Division World Championship.

In the MicroDog Division, the small dogs scrapped for their own World Championship title and when the dust settled, Lee Fairchild from Goldsby, Oklahoma, and his dog "Gracie" stood taller than the rest of the pack and became MicroDog World Champions.

Finally, in the crowd-favorite Pairs Freestyle Division, four-time World Champion Frank Buckland from Glen Burnie, Maryland added another Pairs Freestyle World Championship title to his resume with his new partner Sally Zinkhan from Phoenix, Maryland and canine "Shiloh."

Also deserving of mention was the amazing performance of three-year old Kiera Hensley and her dog "Rico," from Lakeland, Florida, the youngest competitor to ever qualify for, and compete in, the Skyhoundz World Championship.

Always exciting, the Hyperflite Skyhoundz World Canine Disc Championship is the premier event in canine sports and features top teams from around the world that qualify at competitions held in the U.S., Japan, Canada, and Europe.

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 training products, *Disc Dogs! The Complete Guide* (350 pages, 500 color photos) and *Disc Dog Training DVD* (an hour-long instructional DVD) have introduced thousands to the health and exercise benefits of canine disc play. To learn more about canine disc play and competition, download Hyperflite's free digital disc dog book at www.skyhoundz.com/discdogsrock.html

Hyperflite is committed to developing the safest, best-flying, and most durable canine discs in the world. Its support of the Skyhoundz World Canine Disc 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.skyhoundz.com. Contact: Jeff Perry 770-751-3882; email jperry@hyperflite.com.

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