

HIGH-FLYING DISC-CATCHING CANINES TO INVADE ATLANTA'S PIEDMONT PARK FOR 2007 HYPERFLITE SKYHOUNDZ CANINE DISC WORLD CHAMPIONSHIP

Crowning event of largest disc-dog series in the World to be held on September 22-23, 2007

(ATLANTA, June 15, 2007) Atlanta is going to the dogs...disc-catching dogs that is! On September 22 and 23, 10 am-3 pm, at Piedmont Park's 10th Street Meadow in Atlanta, Georgia, man's best friend will take to the skies to compete in the 2007 Hyperflite Skyhoundz Canine Disc World Championship. The Skyhoundz 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.

Bring the family and watch these sensational canine athletes jump for joy all while helping to benefit two very special Atlanta charities. Admission to the World Championship is free for spectators.

The 2007 Hyperflite Skyhoundz Canine Disc World 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 series in the world, ensures that disc-dog enthusiasts worldwide 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 the Hyperflite website at www.hyperflite.com or telephone Nancy Noel at 404-350-9343 or via email at customerservice@hyperflite.com.

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