

NEWS RELEASE

For Release Through September 25, 2010

Contact: Jeff Perry 770-751-3882

jperry@hyperflite.com

Today's Date: January 1, 2010

HIGH-FLYING DISC-CATCHING CANINES TO INVADE CHATTANOOGA, TENNESSEE FOR 2010 HYPERFLITE SKYHOUNDZ WORLD CANINE DISC CHAMPIONSHIP

Crowning event of largest disc-dog competition series in the world to be held on September 25-26, 2010

(ATLANTA, JANUARY 1, 2010) Chattanooga is going to the dogs...disc-catching dogs that is! On September 25 and 26, 9:30 am-4 pm, at AT&T Field, home of the [Chattanooga Lookouts](#), man's best friend will take to the skies to compete in the 2010 Hyperflite Skyhoundz World Canine Disc Championship. 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). Bring the family and watch these sensational canine athletes jump for joy. Admission to the World Championship is free for spectators although a one-dollar per person donation to the McKamey shelter is suggested.

The 2010 Hyperflite Skyhoundz World Canine Disc Championship will include more than 100 teams from eight U.S. regions as well as teams from other participating countries including Canada, Italy, Japan, Belgium, Hungary, and the Netherlands. 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 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.

NOTE: Hyperflite, the Hyperflite logo, K-10, Competition Standard, and Jawz are trademarks or registered trademarks of Hyperflite, Inc. Skyhoundz is a registered trademark of PRB & Associates.