

NEWS RELEASE

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WORLD'S GREATEST CANINE ATHLETES TAKE FLIGHT AT SKYHOUNDZ WORLD CHAMPIONSHIP

New World Champions crowned at 2012 Hyperflite Skyhoundz World Canine Disc Championship

(ATLANTA, SEPTEMBER 24, 2012) The greatest canine athletes on planet earth flew high and bit hard at the 2012 Hyperflite Skyhoundz World Canine Disc Championship in Chattanooga, Tennessee, on September 22 and 23 at AT&T Field.

Rather than prancing on carpet, like the primed and pampered pooches you might see at the Westminster Dog Show, these amazing canine athletes gouged out chunks of turf as they raced to snag spinning flying discs in midair. The 2012 Hyperflite Skyhoundz World Canine Disc Championship featured spectacular demonstrations of canine athleticism including acrobatic twisting leaps that seemed to defy gravity.

When the dust settled, Pennie Mahon of Cypress, Texas, along with her canine Psych, became Skyhoundz Open Division World Canine Disc Champions.

In the Youth Division, for youngsters under 15, fourteen-year-old, Boyds, Maryland resident, Courtney Williams, and her dog Cir-El, snagged a World Championship title.

For only the second time in Skyhoundz history, an international competitor won a Sport Division World Championship title as Jozsef Zsiros from Budapest, Hungary bested the field.

The small dogs scrapped for their own World Championship title and, when the last disc was caught, Lee Fairchild of Goldsby, Oklahoma, and his dog Gracie, stood taller than the rest of the pack and became MicroDog Division World Champions.

Finally, in the crowd-favorite Pairs Freestyle Division, Jim and Michelle Thomas of Jacksonville, Florida and canine Spencer wowed the crowd with an intricate and graceful routine that left spectators breathless.

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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