

NEWS RELEASE

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ROANOKE RAPIDS TO HOST EASTERN OPEN QUALIFIER FOR THE HYPERFLITE SKYHOUNDZ WORLD CANINE DISC CHAMPIONSHIP

Unleash the Champion in Your Dog on May 15, 2010

(ATLANTA, MARCH 15, 2010) The largest disc-dog competition series in the world is coming to Roanoke Rapids! The Eastern Open Qualifier for the 2010 Hyperflite Skyhoundz World Canine Disc Championship will be held on May 15, 9 am, at TJ Davis Recreation Center, 400 East 6th Street, Roanoke Rapids, North Carolina, 27870, where athletic canines will be, literally, jumping for joy.

Admission is free for all spectators. Novice and veteran canine disc enthusiasts alike are encouraged to compete. All competitors will receive a free official Hyperflite Competition Standard flying disc, and the top teams will receive awards.

Contestants and their canine teammates will earn points for tricks ranging from simple throws to unbelievable acrobatics. The event welcomes mixed-breed as well as purebred dogs. In fact, many of the canine athletes expected to compete were rescued from animal shelters.

Hyperflite Flying Discs sponsors the Skyhoundz World Canine Disc Championship Series which features more than 100 local-level competitions, nine U.S. Qualifiers, five International Qualifiers, a European Championship, and the World Championship.

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, visit www.skyhoundz.com/discdogsrock.html and download your free digital copy of *Disc Dogs Rock!*, a 40-page, full-color introduction to canine disc sports.

For more information about Hyperflite products or the Skyhoundz World Canine Disc Championship Series, please visit www.skyhoundz.com. E-mail contact: customerservice@skyhoundz.com.

Contact Ray Lowman of Mid-Atlantic Disc Dogs at 410-263-7128, cell 410-971-7742, (h2okoiboi@aol.com), for event specific information (www.mad-dogs.org).