

NEWS RELEASE

For Release Through December 31, 2010

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Today's Date: April 1, 2010

DISC DOGS ROCK!

Hyperflite Announces the Availability of a Free Digital Disc Dog Book for Canine Enthusiasts.

(ATLANTA, APRIL 1, 2010) Hyperflite, maker of state-of-the-art flying discs for dogs, announces the availability of a free digital book for disc dog enthusiasts. The full-color publication, entitled *Disc Dogs Rock! An Introduction to the Coolest Canine Sport in the World*, may be downloaded for free from Hyperflite's website (www.hyperflite.com). *Disc Dogs Rock!* is loaded with the information that you need to take your relationship with your pet to the next level. Initially available in English, Hyperflite intends to make the free book available in many of the major languages of the world by the end of 2010.

Disc Dogs Rock! features 40 pages of tips, training methods, illustrations and photographs courtesy of the foremost authorities on disc dog sports, World Champions Peter Bloeme and Jeff Perry. Any dog can learn to catch a flying disc and there is no better exercise for your canine. Whether you want to enter the exciting world of canine competition, or just have fun with your canine in the backyard or at a nearby park, getting started is just a *mouse click* away!

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 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.hyperflite.com. Contact: Jeff Perry 770-751-3882; email jperry@hyperflite.com.

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