



EKTELON & PRO KENNEX SIGN HISTORIC AGREEMENT WITH WOR

World Outdoor Racquetball, Inc announced today a five (5) year working agreement with outdoor industry leaders Ektelon and Pro Kennex to jointly promote and grow WOR and outdoor racquetball.

The agreement is highlighted by the introduction of the WOR Grand Slam, a series of three (3) major events throughout each outdoor season including the Ektelon WOR Championships, the Pro Kennex US Open, and the World Doubles Championships. The WOR Championships will continue its thirty year tradition in Southern California, the World Doubles will be held in Florida, and the US Open will move yearly to outdoor hotbeds throughout the United States. “We are very excited to have both Ektelon and Pro Kennex working directly with WOR for the good of the outdoor game,” commented WOR Executive Director Hank Marcus. “Both of these companies are recognized throughout the outdoor game as pioneers.”

The agreement also calls for unprecedented growth in the number of WOR sanctioned events nationwide, including the addition of a state ranking system along with WOR’s existing national rankings. “Ektelon has always seen the potential and excitement the outdoor game brings to the sport and we are proud to have been the company who stepped up and established WOR three years ago. We welcome Pro Kennex and look forward to working together in this effort to introduce racquetball to the general public via the outdoor game,” said Scott Winters, General Manager of Indoor Court Sports. In addition, the WOR website will be upgraded with new information from both companies sites and be the exclusive site for all things outdoor. To insure the continued growth and success of outdoor an Outdoor Council will be formed including a representative from WOR, Ektelon, and Pro Kennex. “I’ve always believed in the potential of Outdoor Racquetball to expand participation, providing exposure to players that would not otherwise have picked up a racquet. This unique collaboration between WOR, ProKennex and Ektelon promises to unlock that potential and give the gift of racquetball to the masses,” commented Mike Martinez, Vice President of Fall Sports.

WOR was established in 2004 to organize, promote, and grow the game of outdoor racquetball. For more information concerning WOR, or outdoor racquetball, go to: www.worldoutdoorracquetball.com