



UNITED STATES SPECIALTY SPORTS ASSOCIATION

From The Office Of Executive Director/CEO

September 17, 2007

Don DeDonatis

National Headquarters -

611 Line Drive

Kissimmee, FL 34774

FOR IMMEDIATE RELEASE

USSSA - PYROFLITE Announce Official Sponsorship

Kissimmee, FL – The **United States Specialty Sports Association (USSSA)**, the nation's largest and fastest growing multi-sport athletic organization, has given its official endorsement to **PyroFlite (batwarmer.com)** as an **Official USSSA Sponsor**.

PyroFlite is the pioneer and leader in bat warming technology. Brian Knetter, the inventor and manufacturer of PyroFlite's microwaveable bat warmer, after losing countless bats to dents, dings, and breaks when playing in North Dakota's cold ball season Brian saw a need for a way to keep his investment in high end bats safe. But just as important as keeping the bat safe was ensuring the bat was working at its best. Thus the idea of the PyroFlite microwaveable bat warmer was born. When Brian created the PyroFlite microwaveable bat warmer, he created an easy to use system that safely warmed bats for a day of playing even in the coldest North Dakota ball season.

“USSSA is looking forward to working with PyroFlite and helping all of our players play the best game they can regardless of the the playing temperature.” stated Don DeDonatis, USSSA Executive Director and CEO. “After looking at several products, we concluded PyroFlite's microwaveable bat warmer is the easiest way to keep a bat warm. We are happy to extend an offer to PyroFlite to become an Official Sponsor of USSSA” continued DeDonatis. “It is easy to use, it's extremely affordable and provides the player an excellent method to keep their bats safe and sound”.