



FOR IMMEDIATE RELEASE

CONTACT:

Jessica Bieber
Director of Strategic Communications & Media
Fallston Group
410-420-2001
jessica.bieber@fallstongroup.com

**Baseball Factory and Softball Factory Join Forces with HeavySwing
to Enhance Player Development**

*HeavySwing's patented handle-weighted training
system named Official Training Bat of Baseball Factory and Softball Factory.*

COLUMBIA, Md. (Nov. 18, 2014)—Baseball Factory and Softball Factory, the nation's leader in player development and college recruiting, today announced its partnership with Baltimore-based baseball and softball training products company HeavySwing. HeavySwing's original handle-weighted training bat has been named the Official Training Bat of Baseball Factory and Softball Factory.

"As an organization, we take great care in determining the correct partners for our players and our brand," said Rob Naddelman, president of Baseball Factory and Softball Factory. "The HeavySwing products are designed to help serious athletes with their on-field performance, which is why we are very excited to develop this partnership. The HeavySwing products provide a unique weight resistance training system that promotes solid fundamentals without affecting the hitter's natural swing, and should be a great addition to our events."

As the Official Training Bat of Baseball Factory and Softball Factory, HeavySwing's handle-weighted products will be incorporated into player development and national training programs to promote proper swing mechanics and build strength for players to achieve a powerful, natural swing. HeavySwing's patented design and system will be used for on-deck stretching, pre-game warm-up drills, and year-round conditioning and strengthening exercises through the Factory's events and programs.

"We are extremely proud to be the Official Training Bat of Baseball Factory and Softball Factory," says Danny Kenney, president of HeavySwing. "The Factory's long-standing reputation and comprehensive training system that builds high level athletes makes them a perfect fit for HeavySwing."

HeavySwing will have a significant presence at all Baseball Factory and Softball Factory events, including tryouts, tournaments and training events. HeavySwing baseball and softball training products are available at select sporting goods retailers nationwide and online at www.heavyswing.com. For more information or media inquiries contact Jessica Bieber at 410-459-7008 or by email at jessica.bieber@fallstongroup.com.

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About Factory Athletics, Inc.

Baseball Factory and Softball Factory, a division of Factory Athletics, has developed programs to provide players with world-class instruction and life-changing experiences, which when combined, lead to future success both on and off the field. The Factory holds over 800 events nationwide each year in all 50 states and 150 cities. We pride ourselves on giving families an unbiased assessment of where they stand against other players nationwide. Baseball Factory events have featured more than 375 players who have played or are currently playing in the Majors and over 50,000 Factory players have gone on to play at the college level. 99% of Division I, 70% of Division II and 60% of Division III programs have at least one Baseball Factory alumnus on their roster. Learn more at www.baseballfactory.com and www.softballfactory.com.

About HeavySwing

Based in Baltimore, HeavySwing manufactures an innovative line of patented handle-weighted training bats that give baseball and softball players of all ages a safe and mechanically sound way to stretch and strengthen their swing. HeavySwing's integrated system helps players build strength, improve bat speed, and increase core power. The HeavySwing system is used by hitters at every age and level of play, including a majority of big league clubs. Learn more at www.heavyswing.com.