

HEAVYSWING™

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HeavySwing Launches New Website, Offers Enhanced User Experience

BALTIMORE (Dec. 4, 2014)—Baltimore-based baseball and softball training products company, HeavySwing, today announced the launch of its redesigned website www.heavyswing.com, providing additional training resources and an enhanced user experience.

“The new HeavySwing.com better communicates the breakthrough training concept that makes baseball and softball players better hitters,” said HeavySwing President Danny Kenney. “This is an important aspect to the website, as we work to flatten the learning curve between handle-weighted and barrel-weighted training products.”

According to Kenney, the new website provides quick access to HeavySwing’s line of training products, as well as resources for training and conditioning drills and exercises. The new HeavySwing.com includes the following site enhancements:

- Improved structure and navigation: The site has been redesigned with a responsive layout that can be accessed on any computer, tablet or mobile device.
- Streamlined shopping experience: The site features an automatic sizing tool to allow shoppers the ability to find a product.
- HeavySwing community: Users can join the conversation and connect with others using HeavySwing training products on Facebook, Twitter and Instagram.

“HeavySwing.com provides visitors a superior experience whether they are on the ball field, in the stands, or visiting the website from their home, without loss of functionality,” said Kenney.

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 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.