

Extra Innings Announces Partnership with Nike/SPARQ

Press Release

December 23, 2009



Partnership Enables Extra Innings to Offer Nike/SPARQ Testing for Baseball & Softball Players

Middleton, MA – December 23, 2009 – Extra Innings today announced the formation of a new strategic partnership with Nike/SPARQ.

Starting in 2010, Extra Innings franchise locations nationwide will have the opportunity to become SPARQ Rating Authorized, giving them the ability to offer Nike/SPARQ Testing for baseball and fastpitch softball players at their facilities. In offering Nike/SPARQ testing, Extra Innings will be providing another valuable service to help its customers prepare for the upcoming baseball and softball seasons. Additionally all participating Extra Innings locations will be able to carry Nike/SPARQ products in their Pro Shop.

SPARQ is an acronym that stands for Speed, Power, Agility, Reaction and Quickness – the five key elements of athleticism. SPARQ provides athletes across all sports and at all levels training targeted to help them improve in each of the five key elements of athleticism. Additionally, SPARQ provides tool; testing protocols and ratings – to help athletes assess and improve their athleticism and monitor their improvement from year to year. SPARQ is dedicated to giving athletes the information and inspiration they need to improve their athletic performance.

Extra Innings Training Centers are unique in the marketplace. Each facility, regardless of size, offers year-round practice facilities for ballplayers of all ages and ability levels, professional instruction, and a nationally recognized Pro Shop that carries the top brands of baseball and softball equipment and apparel available today.

To learn more about Nike/SPARQ, visit www.SPARQTraining.com. For more information on Extra Innings and to find a location near you, log onto www.extrainnings.us.

About Extra Innings Franchise Company:

Founded in 1996 and based in Middleton, MA, Extra Innings provides practice facilities, professional instruction and a nationally recognized Pro Shop to baseball and softball players of all ages and ability levels. Extra Innings Franchise Company is committed to providing these same opportunities and services to ballplayers across the country with its franchise initiative. Extra Innings currently has over 30 locations nationwide. Additional locations are set to open in 2010 in Arizona, Florida, Illinois, New York, South Carolina, Texas and Washington. For more information, visit www.extrainnings.us.