



NEWS RELEASE

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INTRODUCTION OF PADDLETEK'S NEW PADDLE TECHNOLOGY REVOLUTIONIZED THE SPORT OF PICKLEBALL

SURPRISE, AZ. (October 25, 2017) – The sport of pickleball is experiencing meteoric growth and much of the game's current explosion in popularity is due to the improved quality of its equipment. To date, there are more than 2.5 million pickleball players in the United States alone, according to the Sports & Fitness Industry Association. And, that number rises each and every day.

One of the pickleball's leading paddle manufacturers is Paddletek and it all started just six short years when founder Cody Smith developed a polymer honeycomb core instead of the customary aluminum paddle that was being played with at the time. His intuitive creation revolutionized the sport and Smith's innovation can be found in a large majority of the paddles today. From professionals to recreational players, Paddletek is the paddle of choice for many pickleball enthusiasts.

Paddletek is a Presidential sponsor of the 2017 USAPA National Championships. This year's premier pickleball event will be played on November 4-12 at Palm Creek Golf & RV Resort in Casa Grande, Arizona. Nearly 1,400 players are expected to participate in this year's event.

“Paddletek has supported the USAPA and their National Championship since 2011, the year our company was founded,” said Doug Clark, Director of Marketing for Paddletek. “We feel that our affiliation with the USAPA National Championships provides us a platform to reach players from all over the USA and Canada.”

Paddletek will introduce a new graphic on the Bantam EX-L paddle and an option for an alternative shape to the handle at the 2017 USAPA National Championships. Many players including top stars Kyle Yates and Christine McGrath use the Bantam EX-L. They will also showcase Sabre GS, their first graphite paddle with a handle length of 5.75”. The company, based in Michigan will also re-introduce their original Tempest model which has been the preferred paddle of top pickleball players Dave Weinbach and Chris Miller.

“Pickleball is seeing more and younger tennis players picking up the game. This new breed of player is bringing a renewed excitement to the sport. This national tournament brings players together from all over the country and other parts of the world and where we see the best of the best compete. It’s also a great opportunity for us to network and meet some of the sport’s newest players,” added Clark.

For more information on the 2017 USAPA National Championships, visit www.usapa.org.

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About Paddletek

In 2011, Cody Smith developed a pickleball paddle that would change the pickleball paddle market. In an attempt to create a better paddle, he designed a paddle using a polymer honeycomb core rather than the common Nomex and aluminum paddles being sold at that time. His innovation took the sport by storm and now Paddletek is a leading pickleball paddle brand and one of the largest US manufacturers of pickleball paddles. The polymer honeycomb innovation can be found in an estimated 80% of premium paddles sold in the USA. Now located in Niles, Michigan, Paddletek with Cody’s brother Curtis at the helm since 2012, has experienced tremendous growth and crafts premium, made in the USA pickleball paddles for enthusiasts around the world. You will see pickleball paddles on medal stands at almost every tournament. Most everywhere the game is played you will see Paddletek paddles used by both pro and recreational players alike. www.paddletek.com

About USAPA

The United States Pickleball Association, a non-profit 501(c)(3) was established in 2005 to further the advancement of the sport on a national level. As the official governing body of pickleball in the United States, the USAPA promotes the growth of pickleball by maintaining the rules, setting player ratings, advancing the sport through its national network of @1,600 ambassadors, and sanctioning tournaments. Over the past three years, the USAPA has realized a growth of 325% in its membership. The USAPA is divided into 11 regions across the country with all 50 states being represented. The extensive group of volunteer ambassadors oversees the sport in their respective states. For more information, visit www.usapa.org.