



## **Storm Products Inc. Partnership with See Your Game**

**Brigham City, UT April 15, 2009** – Storm Products, Inc. manufacturer of high performance bowling equipment is pleased to announce a new partnership with See Your Game®.

This partnership will bring the experience and skills of Storm coaching staff and vast PBA staff members to bowler's nationwide. "At Storm we pride ourselves in being "The Bowlers Company" and our partnership with See Your Game allows us the opportunity to reach out to even more bowlers" said VP of Sales and Marketing Hank Boomershine.

See Your Game was founded in 2000 and has been an integral part of a variety of events such as golf tournaments, photo opportunities and trade shows. Boomershine commented "this video technology and its applications are endless, and we look forward to introducing it to the bowling world."

"Storm is very excited to introduce this new software to all bowlers and coaches. This software can help take a bowlers game to the championship level" said Dale Niemela Storm Events and Marketing Coordinator. This state of the art software allows Storm's coaching staff to send previous lessons via e-mail 24/7 to bowlers. These e-mails will include video and detailed commentary that allows bowlers to compare their timing and styles to current Storm Pro Staff members such as: Norm Duke, Peter Weber, Ryan Shafer and Rhino Page.

"We are extremely pleased with our new partnership with Storm Products Inc.," commented Wes Pajunen, President & CEO of See Your Game® Inc. As we continue to work closely together, we are excited about being an integral part of the Storm enhanced bowling experience"

### **About Storm Products Inc.**

Storm Products Inc. is a leading manufacturer and marketer of high performance bowling equipment, featuring the Storm and Roto Grip brand names. For more information please visit [stormbowling.com](http://stormbowling.com) or call 1-800-369-4402.

### **About See Your Game®**

See Your Game® Inc. is the inventor of a revolutionary customer acquisition system that turns single points of contact into personal long-term customer relationships. The extremely cost-effective system has been a key component to the marketing success of hundreds of events across North America including trade shows, shopping malls attractions, conferences, golf tournaments and promotional events staged by Fortune 500 companies, professional sports teams, small businesses, retailers, community organizations and charity groups. See Your Game® Inc. is a privately held company with headquarters in Calgary and a network of agencies throughout Canada and the United States.

### **For more information:**

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1-800-369-4402

See Your Game Inc.  
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