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# **Marathon Projects Ltd.**

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## **USA Racquetball (USAR) Appoints Marathon Projects To Be Its Licensing Agent**

(Midland Park, NJ - March, 2009) USA Racquetball (USAR), the national governing body for the sport of Racquetball and for the U.S. Olympic Committee, has appointed Marathon Projects as its licensing agent. Marathon Projects will develop and oversee the program with a focus on a complementary range of licensed entertainment and sports products including videogames, athletic footwear, athletic socks, protective prescription eyewear, athletic gloves, athletic gear bags, racquetball racquets, racquetball courts, athletic apparel, toys, nutritional bar, bottled water and energy drink.

Craig Kalter, President of Marathon Projects said, “Racquetball is the fastest growing racquet sport today, played in over 90 countries, with more than 14 million players globally, including 5 million in the USA. We look forward to implementing this new licensing strategy that will strengthen and grow this fun competitive sport.”

“For over 38 years, USA Racquetball (USAR) has championed and nurtured the game of Racquetball which is truly one of the most challenging and rewarding sports to play”, explained, Jim Hiser, USA Racquetball Executive Director. It is our hope that this new licensing program will put Racquetball in the spotlight of sports attention so that it will fulfill its destiny as the “FAST - FURIOUS - FITNESS” sport that it genuinely embodies.”

### **About USA Racquetball (USAR)**

USA Racquetball (USAR) is the National Governing Body for the sport of racquetball, recognized by the U.S. Olympic Committee and is committed to excellence and service to our members. USA Racquetball (USAR) as a governing body oversees the rules and events associated with Racquetball and supervises 50 state affiliates who govern 450-500 sanctioned Racquetball events annually. We provide opportunities for members and enthusiasts to actively participate in the sport through sanctioning of events, administration of programs and development of competitive teams. We provide racquetball opportunities in the sport of racquetball for all levels of participation through membership support, membership recruitment, promotion of the sport, maintaining competitive success and developing a network of sponsorships and supporters. For more information, please visit [www.usaracquetball.com](http://www.usaracquetball.com).