

## **FOR IMMEDIATE RELEASE**

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### **High Performance Athletic Company Announces Continuation of Industry's First Progressive Vaulting Pole Exchange Program (PV-PEP)**

**Haddonfield, New Jersey – March 16, 2008** – High Performance Athletic Co. (HipAthletics), today announced it will continue the industry's first progressive vaulting pole exchange program (PV-PEP). This innovative approach to the pole vaulting supply chain has been of aid to Athletes in skill development and has removed the major economic burden of vaulting pole migration.

Here is how the progressive vaulting pole exchange program (PV-PEP) works:

- 1) The Athlete or School becomes a member in the PV-PEP at an annual membership registration fee of seventy-five dollars (\$75).
- 2) The Athlete must purchase the first vaulting pole (any length or weight pole manufactured by Gill Athletics) from High Performance Athletic Company for four hundred dollars (\$400) plus shipping.
- 3) When the Athlete needs to migrate to the next vaulting pole he simply sends in the first pole to High Performance Athletic Co. at 444 Mansfield Avenue, Haddonfield, N.J. 08033. High Performance Athletic Co. will provide the next progressive vaulting pole (as specified by Athlete) from High Performance Athletic Co. inventory for a fee of one hundred and seventy-five dollars (\$175) plus shipping.

High Performance Athletic Co. will only accept the poles as exchange that High Performance Athletic Co. put into the program. Every exchanged pole will be subject to acceptance by High Performance Athletic Co.. Accordingly, if the member Athlete or school gets into a situation that he does not have a PV-PEP pole to exchange, he can re-enter in to the PV-PEP by purchasing a new vaulting pole for four hundred dollars (\$400). If the Athlete allows his annual PV-PEP membership to expire he must purchase a new pole for four hundred dollars (\$400) and pay a registration fee of seventy-five dollars (\$75). This program is open to all individuals, schools, college, universities and clubs.

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#### **About High Performance Athletic Company**

Corporate Office is located at 444 Mansfield Ave, Haddonfield, NJ 08033.

High Performance Athletic Company is also a active member of the United States Track and Field (USATF) and New Jersey Association Club #07-0980 and is known for the safe and proven method of Pole Vaulting. This method can develop a young girl or boy Pole Vaulter from their beginning approach to vaulting and progress them through to be high height achievers. High Performance Athletic Co. has trained Pole Vaulters that are now ranked among with the best in High School, College and Universities in the Nation. Our method prepares the Vaulter to be the best they can be in competition... "no one jumps to high or low".

High Performance Athletic Co. conducts Pole vaulting clinics, camps and events throughout the year. Please view [www.hipathletics.com](http://www.hipathletics.com)

For more information, World Wide Web site <http://www.hipathletics.com> or call 609-504-2605.