

THIS AIN'T YOUR DADDY'S KICKBALL

Welcome to the Wild World of WAKA

(Herndon, VA, July 18, 2008)—Take a field, any grassy athletic field, add a few dozen adults over 21, throw in some big red rubber balls, a couple ground rules, a whole lotta beer...and you've got the phenomenon that is the World Adult Kickball Association® (WAKA).

WAKA® is the brainchild of a few twenty-something guys from Washington, D.C. who “just wanted to kick off some corporate steam,” said David Lowry, Executive Director and a co-founder of WAKA. The idea took off in D.C. and a few months later, the few had become 150 people and a social-athletic league began ballin' its way across the country. Now in its tenth year, and with more than 49,000 registered players in 28 states, WAKA Kickball® is poised to become the New American Pastime™.

And this pastime is definitely co-ed. On average, 50% of WAKA players are female and 50% male. While good looks aren't a pre-requisite for membership, the game attracts its fair share of hotties—and offers a fresh-air alternative to Match.com. “To date, several couples have tied the knot after meeting on the WAKA field. Countless others have hooked up, found a best friend or landed a new job. Kickball is, literally, a contact sport,” said Johnny LeHane, Chief Technical Officer and WAKA co-founder.

WAKA's reputation as a “contact” sport is underscored by post-game partying at a designated “division bar.” The bar serves as an unofficial clubhouse to the teams within each division who play kickball on any given weeknight.

For many players, kickball offers more than a social outlet: it provides a calorie-torching weekly workout. During a typical 50-minute kickball game, the average 220-lb. guy will burn 582 calories and a 135-lb. girl will burn 357 calories. Not bad for an hour's work.

And if exercise and alcohol weren't noble enough reasons to join WAKA, each division also chooses a local kid-related charity to which it donates time and money throughout the season. From children's hospitals and preschools to tutoring programs, the World Adult Kickball Association has contributed over \$250,000 to nonprofit organizations.

Kickball just might be the only organized sport where you can get a workout, hit a bar, find a soul mate, and donate community service—all in one night.

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Note to Media: To set up an interview, request a press kit or B-roll, please contact 866-350-1710 or press@kickball.com. To join the World Adult Kickball Association, visit online registration at kickball.com. Depending on the division, registration costs approximately \$65 per season and includes team and division membership, an official WAKA player T-shirt, gear for the game, inclusion into the World Kickball Championship tournaments and other WAKA player perks.