

Media Release

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Three new world records set at World Sport Stacking Championships

DENVER, COLORADO--The fast just got faster at the 2009 World Sport Stacking Championships presented by the incredible edible egg™. Three new world records were set at this year's event in Denver, Colorado, and they all have the name Purugganan attached to them.

Eleven-year-old Steven Purugganan from Massachusetts broke his own world record in the 3-6-3 with a time of 2.15 seconds. He teamed with his older brother Andrew in the Doubles competition hitting an amazing time of 7.58 seconds. Then Steven joined stacking forces with three teammates from USA Sport Stacking and broke the 13-second mark in the Timed 3-6-3 Relay turning in record 12.72. The latter two records were previously held by Team Germany.

The USA also prevailed in the Speed Stacks International Challenge edging out Team Germany for the second year in a row in the head-to-head Cycle relay. Germany and the United States were part of a dozen countries and 29 states represented at this year's Championships.

Nearly 700 stackers gathered at the Denver Coliseum for the two-day stacking event from as close as Canada to as far as New Zealand, Japan and the Philippines.

Not surprisingly, Steven, who most recently was featured in a *Time* magazine article titled "Stacktacular," won the overall trophy for the fastest stacker of the day in the 3-3-3, 3-6-3 and Cycle. Coming in second overall was Joel Brown from St. Louis, Missouri, and third place overall was awarded to Jake Emberton from Great Britain.

"Times we thought were unobtainable a few years ago have now been reached," said WSSA Director Mark Lingle. "As sport stacking gains momentum around the world, the competition climbs to higher and higher levels. This was our 7th annual world championships and it definitely was our fastest yet!"

Complete results from this weekend's World Championships will be posted at www.worldsportstackingassociation.org early this week.

About the World Sport Stacking Association (WSSA): The WSSA promotes the standardization and advancement of sport stacking worldwide. This association serves as the governing body for sport stacking rules and regulations, provides a uniform framework for sport stacking events such as Stack Meets, Leagues and Tournaments and sanctions sport stacking competitions and records. The WSSA World Sport Stacking Championships take place every year in Denver, Colorado and draws more than 1,000 competitors from around the world. For more information, visit www.worldsportstackingassociation.org

About Speed Stacks: Speed Stacks, Inc. is the leader in sport stacking and the Official Equipment Supplier to the World Sport Stacking Association. Over the last decade, sport stacking with Speed Stacks has grown nationally and internationally in physical education programs and youth organizations seeking a healthy, active program for all students. Official sport stacking products include Speed Stacks cups, the StackMat timing device and the Speed Stacks Tournament Display. For more information, go to www.speedstacks.com

About the American Egg Board (AEB)

AEB is the U.S. egg producer's link to the consumer in communicating the value of The incredible edible egg™ and is funded from a national legislative checkoff on all egg production from companies with greater than 75,000 layers, in the continental United States. The board consists of 18 members and 18 alternates from all regions of the country who are appointed by the Secretary of Agriculture. The AEB staff carries out the programs under the board direction. AEB is located in Park Ridge, Ill. Visit www.incredibleegg.org for more information.