

FOR IMMEDIATE RELEASE**KICKSTARTER PROJECT TARGETS BAT DESIGN FOR BROKEN HAMATE INJURIES***Out-of-Date Conventional Bat Knobs are Costing Players Time and Teams Millions*

ST. LOUIS (June 24, 2013) – Giant Project, Inc. (GPI), believes its ProXR bat technology can save Major League Baseball millions of dollars in lost player performance by reducing the factors that cause injuries. Based on preliminary research and ten years of product development, GPI asserts conventional bat design is the cause of broken hamate injuries. To further prove this point, GPI is engaging a Kickstarter project to fund field-testing of conventional bats and its ProXR technology. The opportunity to help fund the ProXR Kickstarter project is limited to only a few more days and GPI is urging fans, players and organizations to contribute to this project.

“There is a real financial cost to teams when players are knocked out of the game for six weeks with a broken hamate injury and we believe our ProXR technology is the answer,” says ProXR’s inventor, Grady Phelan. “We think players, teams, agents and the Major League Players Association would be very interested in seeing this Kickstarter project get funded since it provides a solution to help players avoid injuries and teams to prevent lost revenue. We’re out to prove the ProXR technology isn’t just the smoothest swing in baseball, but the safest, too, by protecting players and teams’ investment in those players.”

Listed are a few recent high-profile hamate injuries that highlight the financial impact which Phelan believes the ProXR bat technology mitigates.

- The MLB season lasts 26 weeks, minimum recovery time for a broken hamate is 6 weeks – 23% of the season.
- According to a 2012 Major League Baseball Players Association report, the average Major League Baseball salary was \$3,213,479 and the minimum salary was \$480,000.
- The average cost of a hamate injury is \$739K and a minimum of \$110K.
- Nick Markakis of the Baltimore Orioles broke his hamate batting in 2012 and was out six weeks. His 2012 salary was \$12MM; his broken hamate injury cost the Orioles \$2.76MM.
- Pablo Sandoval of the San Francisco Giants, broke both his left and right hamate bones swinging a bat in consecutive seasons, 2011 and 2012, and missed 12 total weeks. His combined salary for the 2011 and 2012 seasons was \$3.7MM; his broken hamate injuries cost the San Francisco Giants \$819K over two years.
- Gordon Beckham of the Chicago White Sox, broke his hamate batting earlier this season and was out six weeks. His annual salary is \$2.925M; his broken hamate cost the White Sox \$672.7K.
- Zach Lutz of the New York Mets, broke his hamate in batting practice before his second MLB game in 2012, knocking him out for the rest of the 2012 season. His salary was \$500K; his broken hamate cost the Mets \$115.38K.

Phelan feels the economics are overwhelmingly in ProXR’s favor. The cost to add the ProXR technology to bats is estimated at \$8 per bat. Based on the estimated cost of Gordon Beckham’s hamate injury alone (\$677.2K) the ProXR technology could be included on 84,650 bats – it’s estimated that MLB uses roughly 90,000 bats per season. The ProXR technology could be made available for players use, on the bat of their choice, thereby reducing the cause of broken hamate injuries.

This ProXR design is a patented and approved bat technology. It’s already been used in MLB regular season games by players like Prince Fielder and Mike Hessman. Beyond the protective benefits, ProXR’s Kickstarter project will prove it delivers better plate coverage, quicker hands and improved transfer of power from the hands to the ball. The ProXR patented technology is available for licensing to all bat companies interested in providing safer and improved bat performance to their customers.

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Links: www.kickstarter.com/projects/2005960640/proxr-testing-the-ergonomically-correct-baseball-b
www.giantproject.com www.proxr.com