



FOR IMMEDIATE RELEASE

Jay Williamson Joins ProXR, LLC Board of Directors

ST. LOUIS, MO (May 24, 2017) — ProXR, LLC (ProXR), a St. Louis athletic technology startup, announced that Jay Williamson, president of The Gottlieb Organization/Wealth Solutions of St. Louis and former PGA Tour and current PGA Champions golfer, has joined ProXR's board of directors.

"In addition to his vast experience as a professional athlete, Mr. Williamson brings knowledge and expertise in business development to ProXR," said Grady Phelan, founder and CEO of ProXR. "As a board member, he will lead ProXR's new Athlete Advisory Group comprised of professional and amateur athletes, serving as a sounding board to test and provide feedback on the growing family of ProXR athletic technologies."

"An athlete's performance—whether in golf, baseball, hockey or lacrosse—is the result of a precise and powerful swing," said Williamson. "It's all based on the quality and response of their grip. ProXR has developed game-changing innovations that enhance a player's swing."

A St. Louis native, Mr. Williamson serves on the Clayton regional advisory board of Midwest BankCentre. He also is involved in coaching his three children.

ProXR, LLC is a St. Louis based athletic technology startup company that has developed, patented, and launched proven grip innovations for baseball and hockey. The ProXR baseball bat is the first ergonomically correct baseball bat ever used in MLB and is exhibited in the National Baseball Hall of Fame. ProXR recently launched the TORCH™ hockey knob, a performance grip accessory for hockey sticks.

For more information on ProXR bats and TORCH™ hockey knobs, visit www.proxr.com and www.hockeyTORCH.com

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