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## **FOR IMMEDIATE RELEASE**

# **Secret Batting Weapon Hits the Market**

**-- Helps Players of All Ages and Skill Levels Keep "I-ON" The Ball--**

**SOUTH CHARLESTON, W.Va., Jan. 26, 2006** - Just in time for spring baseball and softball season, MSS Performance, a West Virginia-based company specializing in vision-based sports training products, today introduced the I-ON Eye Trainer, a sunglass-like teaching aid scientifically proven to enhance performance at the plate.

By blocking a batter's peripheral vision, the I-ON Eye Trainer forces the eye to follow the trajectory of the ball from point of release all the way into the hitting zone. The patented adjusting system is one-size-fits-all and was developed for training in a soft-toss, slow-paced setting to maximize muscle memory and improve eye-hand coordination. If used properly, a recommended 15 minutes per day, ball players of all ages and skill levels can achieve immediate, noticeable results.

"After nearly 20 years of research and testing, based on a combination of science and hands on experience, we're finally ready to make this breakthrough product available to the masses," said Dr. Gregory Moore, inventor of the I-ON and chief technology officer at MSS Performance. Moore, an optometrist, also served as team eye doctor for the Chicago Cubs organization from 1989-1992.

While newly available to the public, well known professional baseball players have trained with the I-ON for some time. Five time all-star Todd Helton, regarded as one of

the best hitters of his generation and the first player in Major League history to hit 25 home runs and garner 95 runs batted in while maintaining at least a .315 batting average over his first seven full seasons, is impressed with the product. "After using the I-ON, I knew it was an excellent tool to teach the proper eye-hand coordination required to be a consistent hitter," said Helton. "It's for players who are serious about improving their hitting."

"It's physiologically impossible for the human eye to continuously track a ball at speeds over 21 mph," added Dr. Moore. "The I-ON Eye Trainer gives the player a visual reference so that they can embed the proper muscle-memory response and ultimately improve their hitting."

Introduced earlier this month to the baseball coaching community at the American Baseball Coaches Association (ABCA) Convention in Chicago, the I-ON Eye Trainer hit a home run with many of the 3,500 coaches in attendance with a large number of advance orders, increased Web site traffic and interest in local market trial participation.

"Coaches are always telling players to keep their eye on the ball and now there's a product that can actually train them to do just that," said ABCA attendee Zach Walker, head baseball coach at Tampa Bay Technical High School in Tampa, Fla. "After test driving the I-ON Eye Trainer myself, I knew individual players and my team as a whole could benefit from it this upcoming season."

West Virginia's Clendenin All-star softball coach, Andie Geary, is also a big fan of the homegrown I-ON and attributes a large part of her six junior softball state championship titles to training with the product. "We tried lots of more expensive training tools and the I-ON system proved to be the best for improving our hitting," said Geary. "The results speak for themselves... since I incorporated the I-ON into our training regimen...we've won six state titles."

Priced at \$49.95 plus S&H, the I-ON Eye Trainer is currently available exclusively online at [www.i-ontheball.com](http://www.i-ontheball.com) and comes with an instruction manual and tutorial DVD featuring Todd Helton.

Its adjustable lenses and nosepiece accommodate hitters age seven and up and can be used over prescription lenses. MSS Performance expects to sell the I-ON Eye Trainer in sports retailers nationwide later this year.

#### About MSS Performance

MSS Performance was founded in 2005 by Dr. Gregory Moore, a practicing optometrist for more than 20 years. Based in South Charleston, W.Va., MSS Performance seeks to bring cutting edge, vision-based sports training products to the market through Dr. Moore's extensive research and success with training professional athletes. To learn more about MSS Performance, visit [www.i-ontheball.com](http://www.i-ontheball.com).

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