



**For Immediate Release**

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# Eye Training Leads to Fastpitch Championship

## *Patriots Win Washington State Championship with I-ON the Ball*

WENATCHEE, Wash. (July 30, 2007) – The Patriots Fastpitch softball team won the Washington State NSA 2007 Championship with the help of an innovative approach to eye training. The team of girls, age 10 and under, are in Auburn, Alabama this week to compete in the NSA National Tournament.

Prior to this season, players began using the I-ON eye trainer, a device worn over the eyes, to help improve hitting performance. By wearing the specially-designed eye trainers, hitters learn to track the ball into the hitting zone and make the appropriate swing for maximum bat contact. The eye training aid was developed by optometrist Dr. Greg Moore, a former Chicago Cubs team eye doctor who has worked with some of the best-known hitters in baseball.

“I cannot say enough for what the I-ON eye trainer has done for us,” said Greg Gott, founder of the Patriots Fastpitch program, based in Seattle, Washington. “The results we got in the gym and on the field have boosted our players’ individual confidence levels to the point where every athlete believes she can hit the ball, and most importantly, know they are fully prepared for any pitcher they face.”

Gott said his players began using the eye trainer during last year’s off season, and during a 12-week winter training period the team’s ‘good contact’ percentage increased by more than 35%. This improvement was evident throughout the season as well, and this year’s team accomplished the following:

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- Outscored opponents 650 to 179
- Won 8 of 9 tournaments entered
- Won NSA and ASA Washington State Championships
- Won SEA-TAC Metro Championship
- Earned berth in Triple Crown Sports World Series in Park City, Utah
- Qualified and will participate in 10U A Nationals in Auburn, Alabama (7/30-8/5)

Remarkably, the 2007 Patriots squad was a first-year travel team.

“We amassed some incredible offensive numbers thanks to the I-ON eye trainer,” Gott said. I-ON eye trainers were purchased for each member on the team this year. Gott said his organization will grow to three teams next year. “The first training tool I will buy for every player will be the I-ON trainer,” he said.

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.

“This product is the result of nearly 20 years of research and testing, based on a combination of science and hands on experience,” said Dr. Moore, an optometrist and inventor of the I-ON and chief technology officer at MSS Performance.

Several well known professional baseball players have trained with the I-ON eye trainer, including 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 while maintaining at least a .315 batting average over his first seven full seasons.

"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.”

The I-ON’s adjustable lenses and nosepiece accommodate players from age seven to adult, and can be used over prescription eyeglasses. The trainers are available from the company Website and selected retailers for \$39.99, and come with an instructional video DVD.

**Photos of both the team and I-ON eye trainer are available. To request images, email [salderman@godwin.com](mailto:salderman@godwin.com)**

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**To find out more about the I-ON Eye Training System, go to [www.i-ontheball.com](http://www.i-ontheball.com)**

**To find out more about Patriots go to [www.patriotsfastpitch.com](http://www.patriotsfastpitch.com)**