

For Immediate Release
Contact: Storm Marketing Department
1-800-369-4402
marketing@stormbowling.com



Storm Products, Inc. Partners With Innovative Bowling Products

Storm Products, Inc. is pleased to announce their new partnership with Innovative Bowling Products. Effective immediately the Storm sales staff will represent Innovative on their sales calls.

Storm and Innovative have many similarities. Both companies are distributor friendly, have young, progressive leadership that believes in grassroots marketing and promotions, they both believe their employees should be involved in the sport, and together they have given back much to the industry in promoting the sport worldwide.

Storm Products, Inc. VP of Sales, Hank Boomershine, said, "We are excited to partner with such a great company who shares many of our interests in improving the sport and the quality of the experience."

Innovative Bowling Products, President, John Jameson is equally pleased with the new sales alignment. "Storm Products, Inc. is an innovator and full-line manufacturer of the best bowling balls in the world," said Jameson. "Their worldwide reputation for being honest and ethical to their customers was instrumental in influencing our decision to partner with such a great company."

About Storm Products, Inc.

Storm Products Inc. is a leading manufacturer and marketer of high performance bowling equipment, featuring the Storm and Roto Grip brand names. For more information please visit stormbowling.com or call 1-800-369-4402.

About Innovative Bowling Products

Innovative Bowling Products is the global leader in the manufacturing and sales of bowling pro shop equipment. For