



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

March 28, 2006

## **LONDON MAJORS AND KR3 STRIKE GREAT PARTNERSHIP**

London, ON: The London Majors Baseball Corp. announced today that they have created a great partnership with Canadian bat manufacturer KR3 Inc.

"This is a really exciting partnership," says General Manager and co-owner Roop Chanderdat. The Majors are excited about using the KR3 bats and we are hoping to build on this relationship. KR3 will be the official bat used by the London Majors in the 2006 season. "The customer service and attention to detail provided by the KR3 staff has been great", says Chanderdat.

"KR3 congratulates the Majors on their 80 year anniversary. We look forward to this partnership to continue to build and grow Canadian baseball and in supporting one of the oldest leagues in Canada, Senior Intercountry Baseball League" says owner Ross Huehn.

KR3 is a company that has vast experience in grading and purchasing high quality wood, turning and finishing bats using ancient hardening-processes, and in ultimately making products that out perform at the highest professional level. Established by Ross Huehn in the spring of 1999, KR3 is the new brand name and the 3rd generation label in Canadian bat manufacturing, having developed from St. Marys Wood Specialty Co. to Cooper to KR3.

KR3's bat making know-how all started in 1908 in St. Marys, Ontario when the "St Marys Wood Specialty Co. Ltd." began producing professional wood baseball and softball bats for the Canadian market. In 1933, Jos. Seagrams and Company purchased the St. Marys operation. St Marys was then amalgamated with "Hespeler Wood Specialties Limited" the world's largest and oldest hockey stick producer and renamed "Hespeler – St Marys Wood Specialties Limited" operating out of Hespeler, Ontario. In 1972, Cooper purchased the Hespeler facilities and eventually the label was changed from St Marys to Cooper. Year after year more and more Major League stars like Tim Raines, Tony Fernandez, Kelly Gruber, Cecil Fielder, Joe Carter and others put their faith in Cooper to deliver.

**London Majors Baseball Corp.**  
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[www.londonmajors.com](http://www.londonmajors.com)

**Not just a team in the community but a community team**

The baseball name Cooper was sold to another company and in 1996 Pro bat production came to a halt as the plant manager, Ross Huehn and the Pro department focused on major growth in sales of the other product being manufactured there, professional hockey sticks. Then in 1999 the entire Cooper Pro Shop was purchased by KR3, lead staff was moved over and new equipment brought in to bring together old experience with up to date technology, making KR3 one of Canada's leading bat manufacturers.

"By having the outstanding quality products manufactured by KR3 available to our team will really assist the team at the plate" says Chanderdat. We have several quality hitters on our team that were looking for a high performance bat and KR3 has delivered with their equipment and the players look forward to using the KR3 bat.

The London Majors have been a part of the Intercounty Baseball League (IBL) since 1925 and are celebrating 81 years of membership. The London Majors have been part of family-friendly entertainment at historic Labatt Park, the world's oldest ballpark in its original location (1877). The high calibre of IBL baseball has drawn players from major colleges and professional leagues, including former major league players. Although the core of the team is lead by London and Ontario based players, the Majors are proud to welcome several import players from the United States and Venezuela.

The Majors open their season on Sunday, May 7<sup>th</sup> at 1:00 pm against Guelph. For more information or to order tickets call (519) 694-1424 or visit [www.londonmajors.com](http://www.londonmajors.com).

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