



FOR IMMEDIATE RELEASE
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BACKHAUL DIRECT HOOSIER CLASSIC EXPECTS RECORD 136 TEAMS FOR 2011 EVENT
Columbia 300 Staffer Chris Barnes to Appear During Event

INDIANAPOLIS – Backhaul Direct announced today that the 42nd Annual Backhaul Direct Hoosier Classic, presented by Columbia 300, is expecting a 136 team “sellout” based on a full field of 80 men’s teams and 56 women’s teams.

The tournament, held from February 18-20, 2011 at Western Bowl in Indianapolis, is the most sought-after regular season title of the collegiate season. A \$6,000 men’s first place check and \$3,500 women’s first place check will be awarded to the teams who can handle three (3) difficult lane patterns during the event. The three (3) patterns will be applied using Kegel’s Kustodian Walker and Kustodian Ion lane machines during the event thanks in part to their sponsorship of the 2011 tournament.

“When you think of the Backhaul Direct Hoosier Classic, you think of excellence”, says Greg Harris, President and CEO of Indianapolis based Backhaul Direct. “This is the most competitive field of the year as we only allow one team from each school in each division...bring your best and compete against the rest!”

For the second year, Columbia 300 will sponsor the Columbia 300 Friday Night Eliminator open to USBC Collegiate and USBC Youth bowlers. The \$30.00 entry fee guarantees a shot at a \$500.00 first place prize for any bowler and is contested on the demanding U.S. Open lane condition. The top high school bowler, regardless of place of finish, will receive a scholarship award of \$200.00.

During the Eliminator, Columbia 300 will be presenting its popular Demo Days program on 8 adjacent lanes to the tournament. PBA star Chris Barnes will headline the demo days open to competitors, family, friends, and spectators. Barnes will be on hand Friday night and all day Saturday to sign autographs, take pictures, and talk about Columbia 300’s new releases, the World Beater and Ransom.

“We are extremely excited to continue to partner with Backhaul Direct for the Hoosier Classic,” stated Columbia 300 Brand Manager Buggy Kelly. “INSERT QUOTE”

Based in Hopkinsville, Ky., Columbia 300 is a long-time power brand servicing the bowling world with quality and professional products. Its parent company, Ebonite International, Inc., is a privately-owned company that services bowling centers, distributors and retail outlets both domestically and internationally. The company’s other consumer product brands include Ebonite, Hammer, Robby’s, Columbia 300 and Track. Its commercial product brands are Ebonite VanTech Capital Equipment, Ebonite Bowling Center Direct and Powerhouse™. For more information, please visit www.columbia300.com.

Based in Indianapolis, Backhaul Direct, LLC is a privately-owned freight brokerage managing both domestic and international freight and distribution. The company currently employs 70 team members with two offices servicing over 30,000 shipments per year. For more information about Backhaul Direct, visit <http://www.backhauldirect.com>.