

## Dr. Steven L. Rosenberg Named as the Official Arch Specialist for Baseball Factory & Softball Factory

Baseball Factory announced today, Monday June 13, 2011, a partnership with Dr. Steven L. Rosenberg that will deliver helpful information to thousands of baseball and softball players nationwide. Dr. Rosenberg will work to provide Baseball Factory and Softball Factory players and families with educational information on common arch and balance issues that players face.

Dr. Rosenberg will contribute a monthly blog that will be posted on the Baseball Factory and Softball Factory web sites. This blog will cover various topics to address the issue of poor foot biomechanics including how to be more stable in the batter's box, how to properly transfer your weight when fielding a ground ball, and how to maintain your balance while pitching for better accuracy and velocity. Often overlooked, poor foot biomechanics can negatively affect the five tools of the game.

"Proper balance is such an important part of the game and a key to success on the field," said Steve Sclafani, CEO and Founder of Baseball Factory. "We are excited to have Dr. Steven Rosenberg on board to provide important information that will benefit our players and help get them performing at their best. Through blogs and other materials, Dr. Rosenberg will serve as a great resource for our families."

Dr. Steven Rosenberg has been in private practice as a podiatrist for more than 27 years. He has also been an L.A. Marathon Race Doctor for over 18 years. He brings a blend of many therapeutic treatment modalities to help solve patients' foot and ankle problems. Dr. Rosenberg has a special interest in biomechanically treating foot and ankle problems using functional orthotics. As part of this interest, he has developed a specialized sport specific arch support product called **Instant Arches® for Baseball and Softball** that can easily be placed in cleats and is now available through [www.archspecialist.com/ia-baseball.shtml](http://www.archspecialist.com/ia-baseball.shtml).

"Staying balanced is critical to being on top of your game," said Dr. Steven Rosenberg. "I am very excited to be part of the Baseball Factory family for baseball and softball and look forward to working with all the players. My goal is to provide Baseball Factory with vital information that will help players consistently maximize their performance. Understanding the important role your feet play in all aspects of the game will give you the competitive edge you need to excel athletically."