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GELRILLA GRIP™ INCREASES ITS MOUNTING CAPACITY TO EIGHT GEL PACKS

Little Rock, AR (July 1, 2008) – **Lyramid, LLC** today announces an improved capability with regards to the gel pack loading of their recent new product, the **Gelrilla Grip™** mounting rail for securing and transporting multiple energy gel packs on a bicycle. A design enhancement now allows for double stack loading under each of the four mounting clamps. Designed to accommodate nearly all gel pack brands on the market in the standard four pack capacity, the **Gelrilla Grip™** can now quickly and tightly secure up to eight separate packs in an overlapping, in-line fashion. The design enhancement allows the **Gelrilla Grip™** to carry up to eight packs particularly when using GU Energy Gels, PowerBar Gels, Honey Stinger Gels and Accel Gels. The patent pending design utilizes a snap-fit connection that compresses and locks the gel pack tear-off tabs securely to the mounting rail.

To load a double stack of two gel packs, the first gel pack is mounted and secured under the mounting clip in a normal fashion for single loads. While holding the gel pack in place, the mounting clip is popped off the rail. The second gel pack is placed on top of the first and the mounting clip is again pressed down and against the tear tab until it snaps in place. The result is a nested compression and deformation of the two gel packs within the mounting groove, ensuring a tight grip on both, regardless of which one is torn free first.

Now the rider has the ability to go beyond four gel packs for those really long rides. Not yet available in stores, the **Gelrilla Grip™** can be purchased online only at www.gelrillagrip.com for the low price of \$19.95 plus shipping and handling.

Headquartered in Little Rock, Arkansas, **Lyramid, LLC** is a sports products company that specializes in the development of equipment, gear, and accessories that seek to enhance the participant's overall enjoyment and performance in both recreational and competitive activities.

Compatible Gel Packs Table
<i>GU Energy Gel**</i>
<i>PowerBar Gel**</i>
<i>Accel Gel**</i>
<i>Honey Stinger Gel**</i>
<i>Hammer Gel</i>
<i>Carb Boom Energy Gel</i>
<i>CytoMax Gulp'N GO</i>
<i>*denotes up to 8 pack capacity</i>