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GELRILLA GRIP™ MAKES ITS DEBUT AT IRON MAN KANSAS

Little Rock, AR (June 15, 2008) – Faced with the heat and pressure of the inaugural running of the Ironman 70.3 Kansas triathlon, the Gelrilla Grip™ made its race debut and performed beautifully. Company President, Bradley Ward, participated in the event and used the Gelrilla Grip™ on his Orbea Ora TT Bike to secure and transport GU Roctane™ gel packs. Bradley reports that "Gelrilla Grip performed at the level that we expected it to perform. Being able to load the gel packs in the transition area on race day in less than 1 minute gave me time to focus on the race and not preparation. Some athletes were curious and asked about it and I was able to provide a short demonstration." The continued positive performance and feedback is driving mass production of the product while sales are expected to begin being taken and fulfilled starting on 23 June 2008.

The Ironman 70.3 Kansas is the latest addition to the Ironman 70.3 series and more than 1000 competitors participated in the inaugural event which was held in Lawrence, Kansas, just west of Kansas City. Held on Sunday, 15 June 2008, the Ironman 70.3 Kansas served as one of 28 worldwide qualifying events for this year's Ironman World Championship 70.3.