



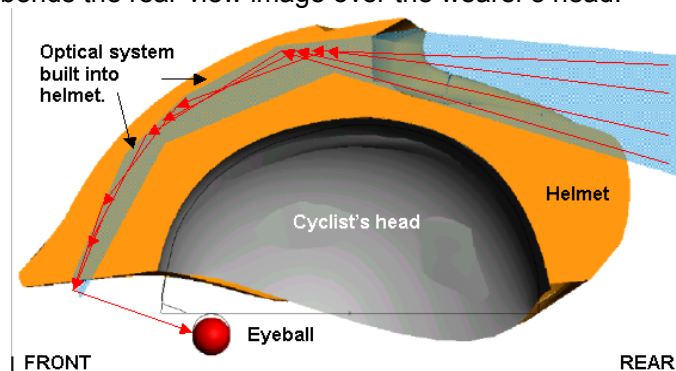
360 DEGREE TECHNOLOGY

WORLD'S FIRST REAR-VIEW CYCLE HELMET, ARRIVES IN USA

The cycle helmet that's taking Europe by storm is ready to go on sale across the USA.

The Reevu Cycle Helmet is the first helmet that allows the wearer to safely see what's behind them.

It features a unique, built-in, optical system constructed from bullet-proof polycarbonate that effectively bends the rear-view image over the wearer's head.



The idea for the Reevu helmet came from a real-life accident. One of the inventor's son's looked over his shoulder to check what was behind before making a manoeuvre, but he wobbled, clipped the kerb and was catapulted into the highway.

Inventor Billy Morgan said:-

"He wasn't aware of oncoming traffic and, although we would never say that this helmet replaces the need to check over your shoulder, if he'd been wearing one, my son would have been aware of what was behind him while still being able to look ahead."

The principal behind the Reevu helmet is much the same as a car driver using an interior rear view mirror. A frequent glance will keep you aware of what's going on behind you. In the case of the Reevu helmet, the rider can simply glance upwards into the peak of the helmet to clear a clear image of approaching traffic.

Billy Morgan added:-

"This idea came about because of an accident. I believe that the Reevu helmet will help reduce cycling accidents by making riders more aware of their surroundings."

The Reevu helmet meets North American CPSC safety standards and will go on sale across the country via a network of distributors. Prices for the initial versions will be \$75 - \$110. All versions feature the same optical system, but vary in the amount of ventilation. Sales are expected to get underway March / April 2003.

The Reevu optical system will also appear in motorcycle helmets later this year.

Check out our web site at www.reevu.com for a detailed explanation of who we are, what we do and where we're going.