

PRESS RELEASE. IMMEDIATE.

The World's First Rear View Helmet. British Invention Set To Take The Motorbike And Cycling-World By Storm.

A helmet with a built-in rear view mirror is the dream of any motorbike rider or cyclist. But that dream has now come true thanks to a British invention. The Reevu helmet.

Billy Morgan, based in North East England, pushed ahead with the idea after a colleague's son fell off his bike whilst glancing over his shoulder before turning right. The lad clipped the kerb and was catapulted into the road. If the 15yr old had known what was behind him, he could have waited before making a final check.

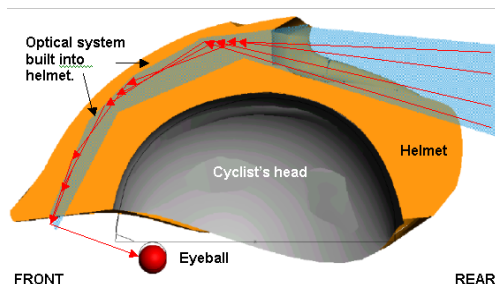
It's taken Billy seven years, but the helmet is now completed and has just gone on sale.

A prototype was first shown by BBC Tomorrow's World in March of last year but then proceeded to be on every major TV channel across the UK and in dozens of newspapers and magazines..

As part of the build up to the launch of the helmet, Billy set-up a web site.... www.reevu.com It only took a matter of days before orders started to come in from all over the World.

Billy said:-

"The Reevu helmet has caught the imagination of everyone who rides a bicycle. Over the past few weeks, we've been inundated with e-mails from dozens of different countries. I designed the helmet with only one thing in mind... safety. Consequently, we've come up with a helmet that not only does the job of protecting your head in the event of an accident, but it also features an optical system that allows the wearer to see what's behind them. The idea is simple...the rider glances up into the peak of the helmet and looks into a small mirror (bullet-proof polycarbonate, not glass) and can see any approaching traffic, much the same as a car driver who glances into the interior mirror."



Stephen Norris, the former Minister of Transport and current chairman of the UK National Cycling Strategy Board commented:-

" I think this is a wonderful idea and should certainly improve safety levels amongst cyclists, after all, it's an obvious benefit to any cyclist if they can be aware of what's going on behind them. It's great that something like this is a British idea with worldwide implications. We need to get as many people as possible out onto their bicycles, and I would fully endorse any product that either encourages people to do that, or makes them safer once they're out there. "

Reevu intend to extend this idea into other products. For example, a motorbike helmet is already in the pipeline. Designs have been completed and the first prototype has already been manufactured.

Reevu have also notched up another first...a UK Champion. 15yr old Ben Savage from Shrewsbury has recently won the British Trials Bike Championship...wearing a Reevu Helmet.

For any further details, please contact Reevu via their website, www.reevu.com