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NEWS RELEASE

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JJB SPORTS FIRST NATIONAL RETAILER TO STOCK INNOVATIVE 'REEVU' CYCLE HELMET

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JJB Sports is to become the first national sports retailer in the UK to sell a British innovation that is a world first - new cycle helmets with built-in rear view optics

The revolutionary new helmets, which have been designed and developed by Reevu in Co. Durham, are expected to be highly popular amongst cyclists throughout the country.

From mid May, the Reevu helmets will be available at 102 JJB Sports superstores around the UK. Prior to this deal, the Reevu helmets have only been available in this country through independent bicycle distributors.

The aim of the helmets, which are available for everyday cyclists, is to improve road safety for cyclists by preventing accidents. The two helmets, the LX, which retails for £49.95, and the DLX, which retails for £64.95, both feature an integral optic system, which gives the rider a clear view of what is behind them. The system uses a unique combination of reflective angles to 'bend' the images over the top of the wearer's head.

The optic system itself is made from bullet proof ABS, which is much lighter and safer than glass or metal, yet is virtually unbreakable. The only maintenance required is to periodically rinse the helmet with warm water. The unique helmets possess all the usual safety features required from cycle helmets and are fully accredited by all UK road safety bodies.

The helmets, which took seven years to develop, are now available in 20 countries around the globe, and the company is in talks with a number of agencies to spread this distribution network to every major cycle market in the world.

Interest in the development is reflected by the number of hits the company has been receiving on its Website, www.reevu.com. Since October 2002 Reevu has received over 3 million on line hits. The innovative British design is protected by strong patents, and the company believes it has the potential to sell up to 50,000 helmets in the UK every year.

JJB Sports plc is the UK's leading sports retailer. It operates from approximately 430 stores in all major towns and cities of the UK. JJB also has stores in the Republic of Ireland and The Netherlands. An increasing number of its stores follow the superstore concept, which allows full product ranges for sports like cycling to be better displayed.

Paul Grey, Head Buyer at JJB Sports, said: "JJB Sports is always looking out for new and innovative products that we feel will complement our existing stocks and bring something new to our customers, and the Reevu helmets certainly does that. We are actively looking for high-quality products that will help us push further into the cycling market, so being the first to stock this leading edge technology is a big boost for us."

Graham Steele, Sales & Marketing Director of Reevu, said: "I am delighted that JJB Sports has become the first major national sports equipment retailer to stock the Reevu helmets. Our objective is to make the Reevu one of the leading sports and leisure brands in the UK and around the world. As a UK company our home market is very important to us and this is a highly significant step for Reevu."

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