

Issued on behalf of and with the approval of Reevu

Pictured (please see attached jpegs) are two images of the Reevu helmet, a product shot of the DLX, and a shot of the DLX helmet 'in use'

NEWS RELEASE

CONTACT: Chris Taylor on 01325 363436

FATHER'S DAY GIFT FOR THE MEN WITH EVERYTHING

05/06/03

A Father's Day gift which gives Dads eyes in the back of their head must be top of their wish list! Reevu can make that wish come true.

A genuine British world first, Reevu has invented a cycling helmet with a difference, allowing for the effect most fathers would love to have all the time – eyes in the back of their head - thanks to its unique rear-view system*.

The product is unique because it has a built-in unbreakable rear-view mirror, which is attached inside the front of the helmet, providing a clear view of the road behind the wearer. The revolutionary system is manufactured from a reflective polycarbonate material rather than glass, which makes it virtually unbreakable. The unbreakable mirror system 'bends' the light around the shape of the head, all within the moulding of the helmet.

Reevu, which is based in Low Willington in Co. Durham, has just signed a major distribution deal with JJB Sports, which is now stocking the helmets in over 100 of its superstores around the UK. It has a substantial distribution network of independent cyclist stores, with over 300 stores around the country selling its products.

Billy Morgan, Chief Executive of Reevu, said: "The Reevu helmet is an ideal gift for Father's Day. Not only will it appeal to the kind of Dad who loves gadgets and innovation, but also the Dads who love to get out on their bikes, either alone or with their families.

“Children can know that when they buy their Dad a Reevu helmet, not only are they buying them a useful cycling helmet, they’re also letting their fathers take to the roads with additional safety. The ability to see a rear-view is something most Dads wish they had all of the time, not just when they are riding their bikes!”

There are two helmets in the Reevu rear-view range, the LX (RRP £49.95), and the DLX (RRP £64.95), which are both available in a range of stylish colours.

ENDS

Editors Notes:

*The Reevu unbreakable mirror is an integral optic system known as MROPS (a multiple reflective optic system). The optic system itself is made from bullet proof ABS, which is much lighter and safer than glass or metal, yet is virtually unbreakable.

Further details can be found on the Reevu website – www.reevu.com