

PRESS RELEASE

FOR IMMEDIATE RELEASE

Firm's Recall Hotline: (866) 617-9038

CPSC Recall Hotline: (800) 638-2772

NEW ENGLAND ROPES / MAXIM ISSUES RECALL NOTICE RE: MAXIM APOGEE 9.1MM & 9.5 PINNACLE DYNAMIC CLIMBING LINES

Fall River, MA, 07/30/2008 – In cooperation with the U.S. Consumer Product Safety Commission (CPSC), Maxim is announcing a voluntary recall of Maxim's Apogee 9.1mm Dynamic Climbing Line (These Climbing lines were sold to consumers from August 2006 through May 2008. Both colors yellow and fire will be included in the recall.) and Maxim's Pinnacle 9.5mm Blue std Dry Dynamic Climbing Line (These Climbing lines were sold to consumers from February 2007 through May 2008).

Please go to Maxim's website for descriptions, photos, affected lot/job numbers, and to complete the recall questionnaire.

Reason: The reason for this recall is the product may not pass the required 5 falls, and may pose a serious risk over time.

Consumers are to immediately stop using the dynamic climbing lines and to contact Maxim by phone (866-617-9038). Consumers should return the recalled dynamic climbing lines directly to Maxim for a product replacement.

The News Release will be accessible on the CPSC's website, www.cpsc.gov, and Maxim's website, www.neropes.com. We ask that you make this information available to your associates as soon as possible so they may make contact with any possible consumers by whatever manner you believe appropriate.

Maxim / New England Ropes greatly appreciates your assistance in this important effort and your continuing support of Maxim / New England Ropes and its products.

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