

PRESS RELEASE

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NEW 'AUTO RESPONSE BELAY' INCORPORATING MAGNETIC EDDY CURRENT BRAKING TECHNOLOGY COMING IN 2010

Boulder, Colorado; December 21, 2009 Sheer Adventure announces new auto belay product. After two years of research and development, production of an innovative high performance auto belay will commence in the new year. The TRUBLUE Auto Response Belay (ARB) is designed to significantly reduce servicing issues associated with some existing automatic belay systems.

Development of the new device is a collaboration between design engineers Holmes Solutions, and Sheer Adventure, the largest user of auto belays in the southern hemisphere and operators of a certified Redpoint Service Center. Their combined expertise and experience has uniquely positioned them to develop this device which has been benchmarked and tested against the Redpoint. Under test the device surpassed the endurance requirements of the European Standard EN341 for Class A descender devices by an order of magnitude. CE certification has been applied for and a CE certified manufacturing facility is tooling up to commence production.

The development was initiated in 2007 to overcome the escalating costs of operating and servicing Redpoint auto belays. The brief was to investigate new ways to provide a reliable, low maintenance auto belay device. Using the principles of eddy current phenomena, the designers have succeeded in creating a non-contacting, self-regulating braking system that has low maintenance requirements. The resulting product has undergone two years of intensive research and development testing to ensure it is market ready.

TRUBLUE uses rare earth magnets in its braking system, which eliminates the need for one way bearings and ensures the braking mechanism always remains engaged. The auto response technology means that the descent speed of a child of 22lbs and an adult of 220lbs will vary by less than 5%. In the event that any internal component should fail, the braking mechanism is engineered to 'fully engage' to prevent the potential for a climber to fall.

The modular device is designed to be hung from top anchors on climbing walls, and is therefore simple to install and relocate. TRUBLUE is expected to retail below the price of any of the systems currently being offered on the market. Talks on distribution channels are under way and further announcements will be made after Christmas.

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