

# **NEWS RELEASE**

## **For Immediate Release**

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### **SBR Sports, Inc. Introduces TRISLIDE Aerosol Lubricant to its Expanding Brand of TRISWIM™ Hair and Skin Care Products for Active Individuals**

*This environmentally friendly silicone-based aerosol lubricant makes entry/exit from triathlon wetsuits a matter of seconds! It is also ideal for Swimmers, Bikers and Long Distance Runners, as it Eliminates Skin Chafing, Irritation, and Enhances Performance.*

IRVINE, Calif., 2008 – SBR Sports, Inc., the nation's leading provider of hair and skin care after swim products for active individuals, today announced the launch of the company's new TRISLIDE aerosol lubricant. The new silicone-based spray is designed to make entry and exit from triathlon wetsuits a matter of seconds. It also works to eliminate chafing, blistering and hotspots from swimming, biking and running. The new silicone-based aerosol is packaged in a compact 4 oz. environmental friendly spray that fits easily into a bag or backpack for convenient use or reapplication.

TRISLIDE doesn't stain clothing or gear and doesn't come off in the water but is easily removed with soap and water. Developed by award winning chemists, this exclusive formula is liquid silicone based and is the only aerosol formula on the market for quick wetsuit transitions. When every second counts, you can count on TRISLIDE!



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“We developed TRISLIDE after getting numerous requests from our customers for an easily applied aerosol lubricant,” said Karen Smidt-Allard, President and CEO of SBR Sports, Inc. “We pride ourselves on developing products that solve common problems that inhibit training and competition related to swimming. Our new TRISLIDE spray has been field tested and is already getting positive feedback from athletes as well as those who work directly in the sports industry.”

TRISLIDE joins SBR Sports, Inc. ([www.sbrsportsinc.com](http://www.sbrsportsinc.com)) family of superior quality hair and skin care products for after swim that includes TRISWIM™ Shampoo, Conditioner and Body Wash. All four products have sequestering agents that capture the chlorine molecule and eliminate the damaging effects and odor caused by harmful chemicals. The products also include organic ingredients and contain TRISWIM's signature light citrus scent which is appealing to both men and women. TRISWIM™ Lotion repairs dry skin caused by long training, sun exposure or extended exposure to chlorinated or salt water. The lotion is the only extremely hydrating product that reduces the odor caused by chlorine.

‘Inside Triathlon’ Magazine gave TRISWIM's products an “excellent” rating and encouraged athletes who swim to include TRISWIM™ products in their workout bag. World renowned ‘Triathlete’ Magazine profiled TRISWIM™ in their June 2006 “Poolside Tools 2006 Swim Accessories Guide” section, featuring the product line in a full color page write up. It isn't any wonder then that TRISWIM™ products have been turning heads and opening wallets.

The sports personal care market is one of the fastest growing categories for both sporting goods and personal care product segments. As a competitive triathlete, Ms. Smidt-Allard relies on her personal training, competition experience, and a network of world-class athletes to develop and test TRISWIM™ products. The brand has a strong following with swimmers and triathletes as well as those who enjoy an active lifestyle but don't like the effects of overexposure to sun and the harmful elements found



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in most swimming pools such as chlorine. It really is no surprise that TRISWIM™ is committed to meeting the specific customer demands.

### **About SBR Sports, Inc.**

Based in Irvine, California, SBR Sports, Inc. ([www.sbrsportsinc.com](http://www.sbrsportsinc.com)) is a privately-held company founded by Karen Smidt-Allard, a leading age group triathlete and USAT certified Coach. SBR Sports, Inc. works with award winning chemists, world renowned labs and leading International distributors to develop, manufacture and distribute the TRISWIM™ line. What's more, it's number one for high performance, superior quality sports personal care products. TRISWIM™ products are used and endorsed by pro triathletes, swimmers, distance runners and cyclists as well as those who spend a lot of time outdoors but dislike the damaging effects of overexposure to the elements. SBR Sports, Inc. is known for its visionary products and its mission is to provide education and knowledge for total body care.

Both consumers and retail partners feel a strong alliance with SBR Sports, Inc. products and our brand's pricing competes with items in the category including premium and niche brands. SBR Sports, Inc.'s products are available in leading triathlon, running and bike stores, specialty swim shops, and sporting good chains across the U.S., Canada, the U.K., Europe, South Africa, Malaysia, China, New Zealand and Australia. For more information or inquiries on products or partnerships, please visit TRISWIM™ at [www.triswim.com](http://www.triswim.com), or phone toll free at 1-800-620-4094 or send an email to [karen@sbrsportsinc.com](mailto:karen@sbrsportsinc.com). TRISLIDE testimonials and athlete feedback at [http://www.triswim.com/triswim\\_testimonials.htm](http://www.triswim.com/triswim_testimonials.htm).

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