



FEATURE RELEASE

AquaClimb Boosts Pool Revenues and Attendance

Carlsbad Attendance Increases 23% with Installation of Poolside Climbing Wall

Leesburg, VA October 18, 2005. Pyramide USA, Inc., a leading manufacturer of climbing walls, announced today that its AquaClimb® poolside climbing walls increase revenue and attendance at recreation centers.

Dave Gorsline, aquatics specialist for the City of Carlsbad, reports, "Attendance and revenues have increased 23% in the first three months since we installed the AquaClimb this summer."

AquaClimb provides resort and recreation facilities with a unique, multi-purpose water activity that blends fun with fitness. "The AquaClimb tugs at ever kid's inner desire to climb," said Russell Moy, CEO Pyramide, Inc. "It attracts kids of all ages back into the water."

The AquaClimb is an innovative modular wall system based on one meter by one meter non-slip, fiberglass panels and moveable handholds. Panels are specifically designed with resins for a chlorinated outdoor environment. Each panel can be turned in four different variations to change the level and difficulty. The height of the wall is restricted by the depth of the pool in which the AquaClimb is installed.

"For Carlsbad, the AquaClimb has transformed a previously underutilized area of deep water into a revenue generator," said Gorsline. "Our AquaClimb has been in constant use since we installed it and is really keeping the kids challenged and entertained."

AquaClimb is approved by the Aquatic Safety Research Group LLC, www.aquaticsafetygroup.com, and Dr. Tom Griffiths, the leading industry expert on aquatics and water safety for the over 30 years.

About Pyramide USA

Headquartered in Leesburg, VA, AquaClimb® is manufactured by Pyramide USA, Inc. AquaClimb poolside climbing walls provide a fun, flexible and safe water fitness activity for kids of all ages. AquaClimb helps children develop core strength through a unique combination of climbing and swimming. Introduced in 2005, the AquaClimb modular wall system is suitable for homes, schools, recreation centers, swim clubs, waterparks, resorts, camps, lakes and aquatherapy pool facilities. For pool contractors and designers, AquaClimb offers an opportunity to provide a product that is very much in demand. For more information, visit us at www.aquaclimb.com.

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