



AquaClimb A Hit With Tweens and Teens

Aged Eight-to-Sixteen Guest Visits Soar For Town Of Hinton, Alberta and Wet N' Wild, Texas

Leesburg, VA November 14, 2005. Pyramide USA, Inc., a leading manufacturer of climbing walls, announced today that its AquaClimb poolside climbing walls are attracting "tweens", kids aged eight to twelve, and teens into recreation center pools.

"Little did we know buying the AquaClimb would be one of the best business decisions we could make, said Cathy Middlehoek, aquatic supervisor for the Town of Hinton, Alberta. Canada. "Not only has it enhanced the value of visiting our pool for families; we are seeing teenage children here we seldom used to see at the pool."

Conan Edwards, VP of Marketing for Wet n' Wild Water World in Texas, reports,"We've seen a huge jump in teens and tweens attendance since installing the AquaClimb in summer of 2005."

The AquaClimb is an innovative modular wall system based on one meter by one meter fiberglass non-slip, panels and moveable, resin-based handholds. Wall heights vary from two to four meters (six-to-twelve feet) high by one to four meters (three-to-twelve feet) wide. The height of the wall depends on the depth of the pool.

Older kids enjoy the deep water challenge of the Aquaclimb. "The AquaClimb is an exciting new water activity for tweens and teens," said Russell Moy, CEO Pyramide, Inc. "Kids rise to the challenge of scrambling up the AquaClimb and making spectacular splashes as they fall back in to the pool."

"There was a time when we could not get a teenager in our door," added Middelhoek. Most of our visitors to the public swim now range in age from eight years old to sixteen."

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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For more information, please contact: Emilie Kelly, (800) 956-6692 ext. 106, ekelly@aquaclimb.com