



AQUACLIMB YEARLY REPORT 2010

AquaClimb®
Poolside Climbing Walls

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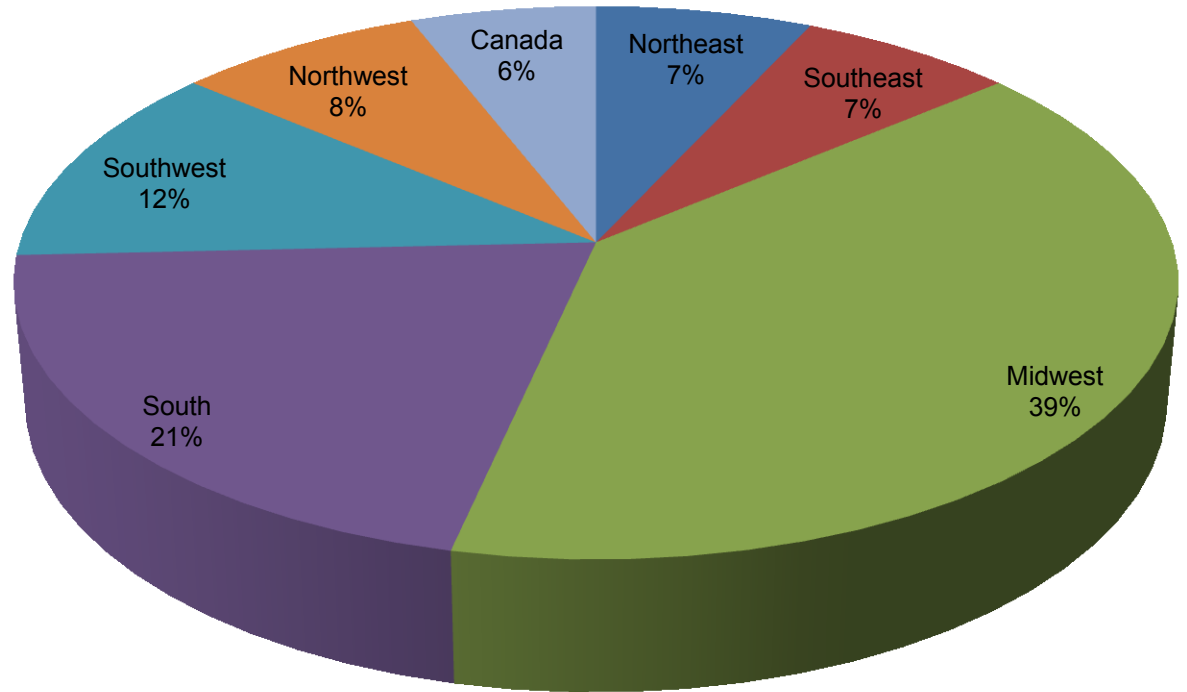


Last Year Pyramide USA conducted an extensive survey of existing customers that have purchased AquaClimb Poolside Climbing Walls in the course of the last 5 years.

The main objective of the survey was to identify the influence of an AquaClimb purchase on the pool operations and patronage demographics.

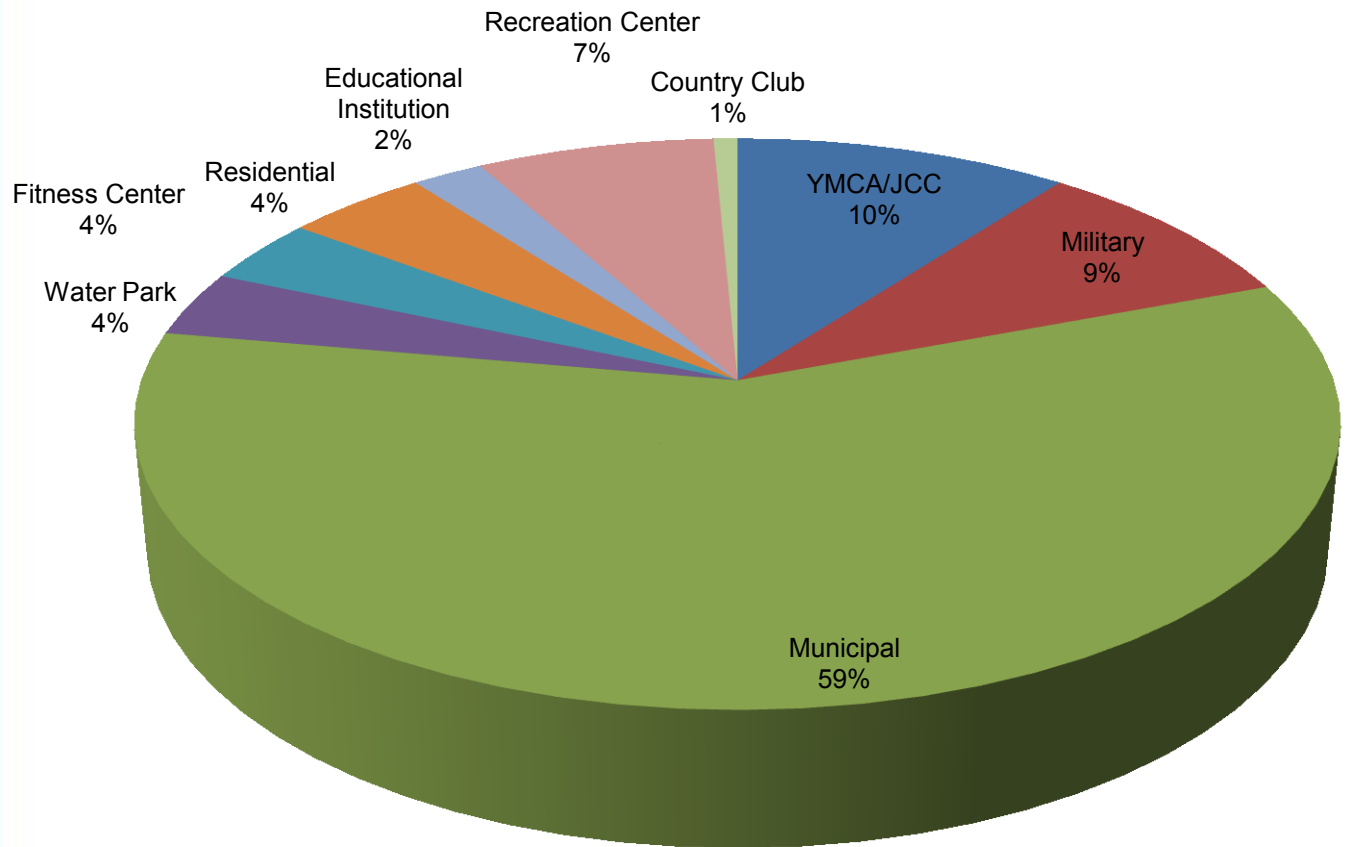
This presentation is a succinct summary of the company's findings and opinions of current AquaClimb customers and people who have been using AquaClimb poolside climbing walls.

AquaClimb Geographic Distribution in North America



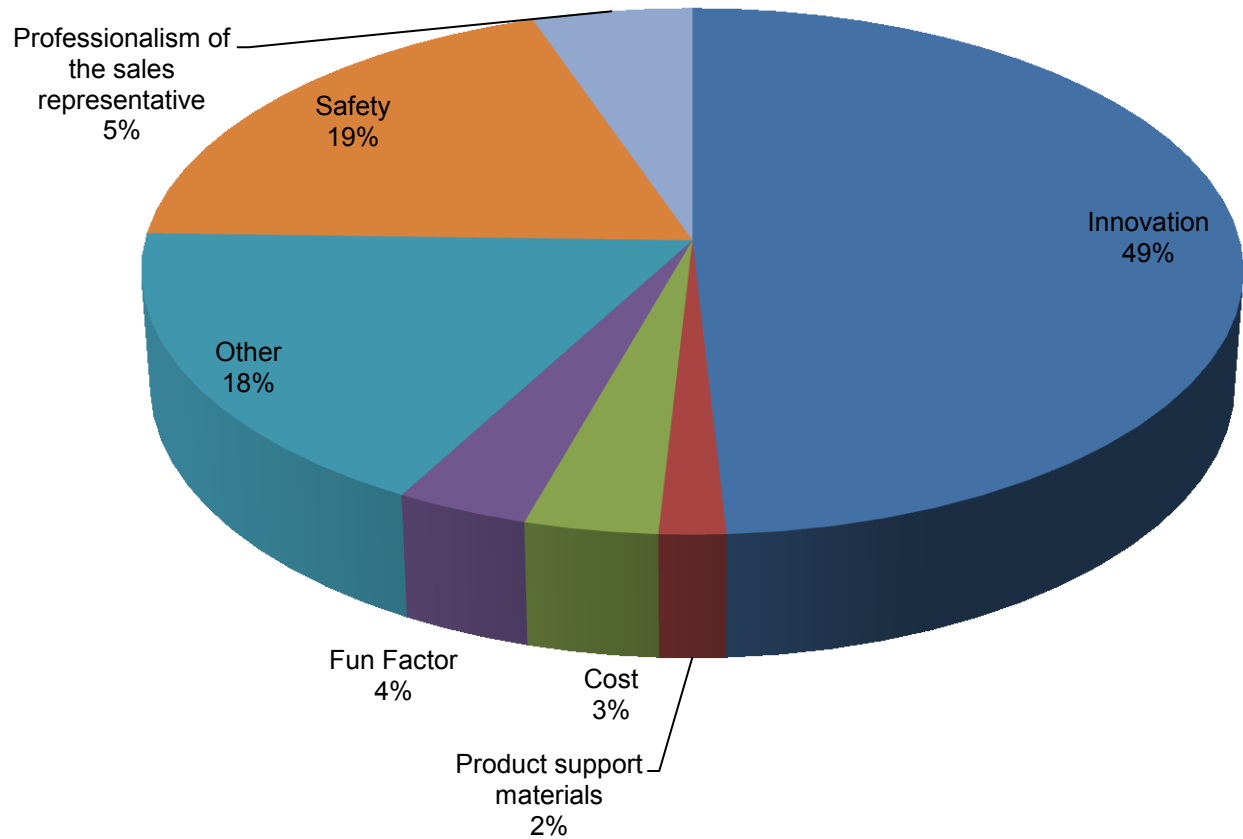
AquaClimb distribution by organization type

AquaClimb customers come from a variety of different organizations. However, the vast majority are municipal public pools.

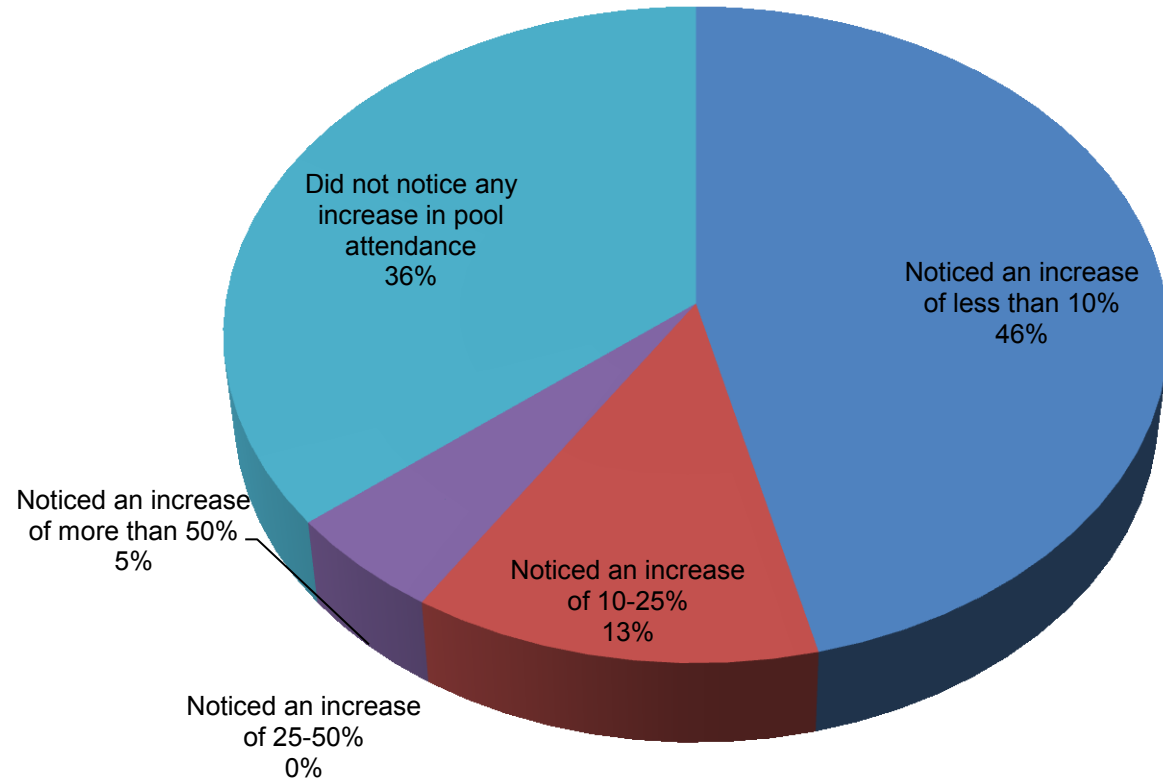




Why specifically AquaClimb?



How did AquaClimb Affect Pool Attendance?

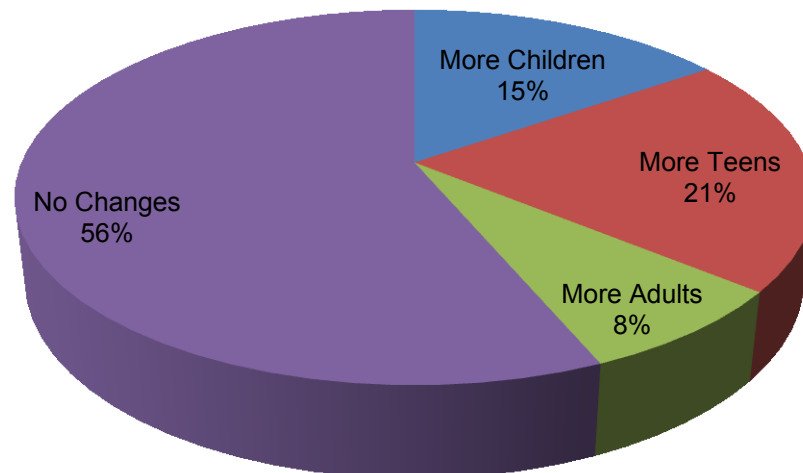




How did AquaClimb Affect your Pool Demographics?

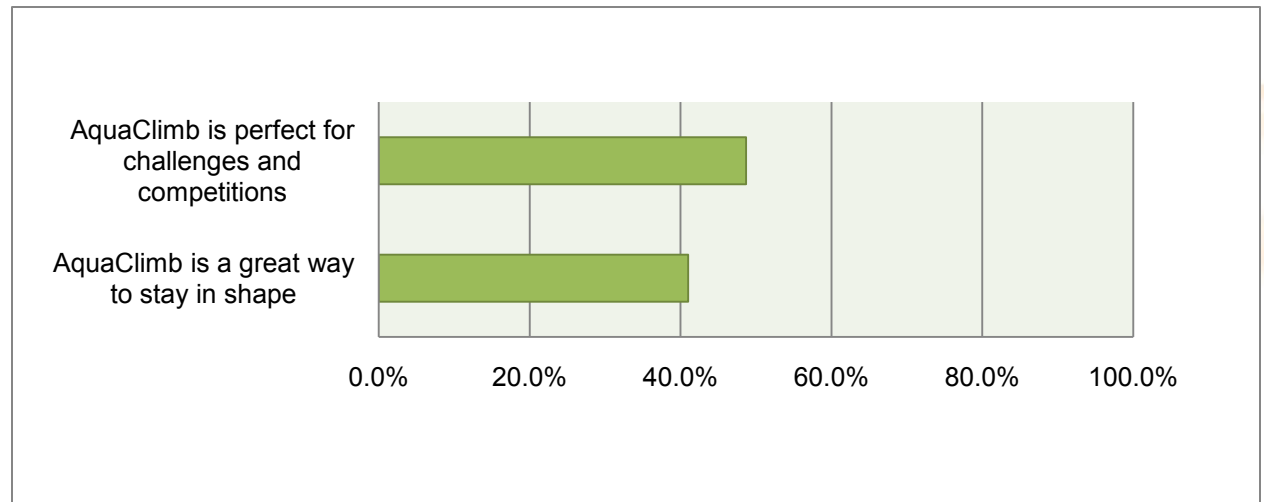
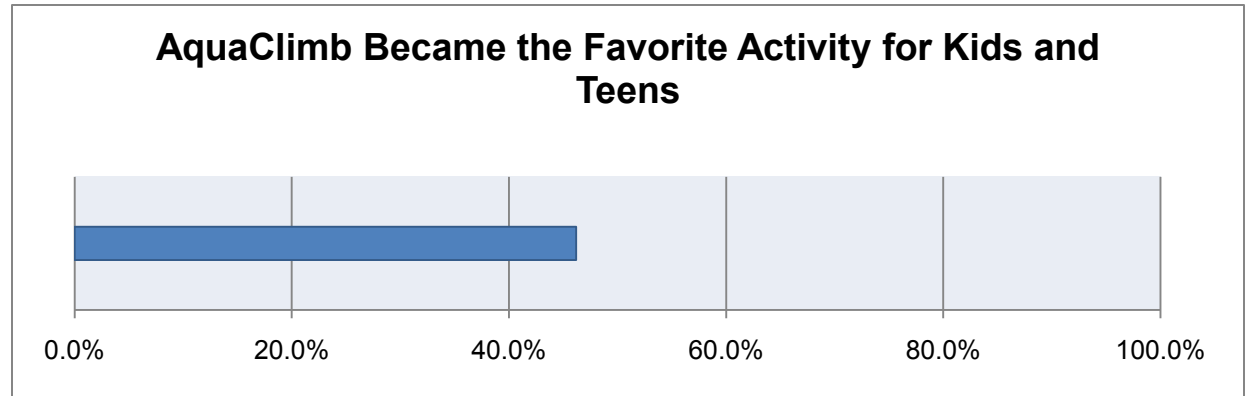
The research showed that AquaClimb actually changes the pool patron demographic. In 44% of the cases AquaClimb clients noted a change in the pool patrons.

The survey also revealed that AquaClimb poolside climbing walls attract more teens to the swimming pools (according to 21% of the respondents). 15% of the respondents stated that AquaClimb attracted more children, 8% mentioned more adults



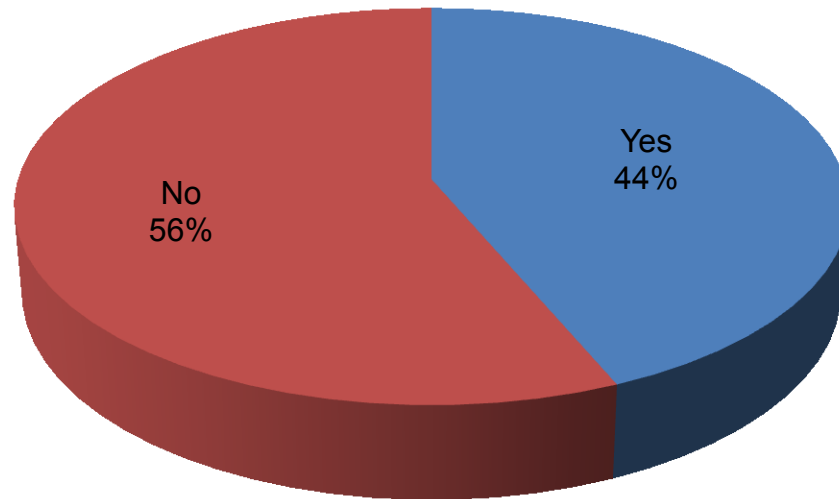


General Feedback



Another one please...

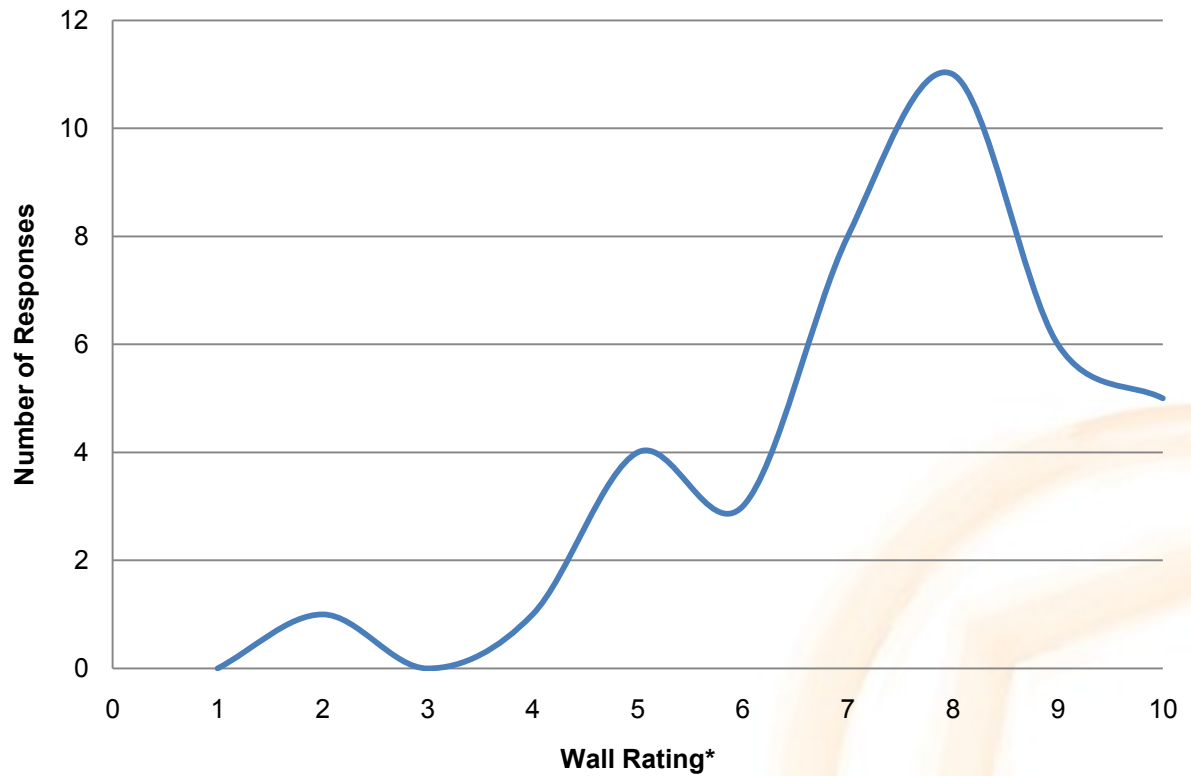
Almost half of AquaClimb existing customers are thinking about buying another AquaClimb poolside climbing wall.





Rating the AquaClimb

On average customers rated their experience with AquaClimb as 8/10.



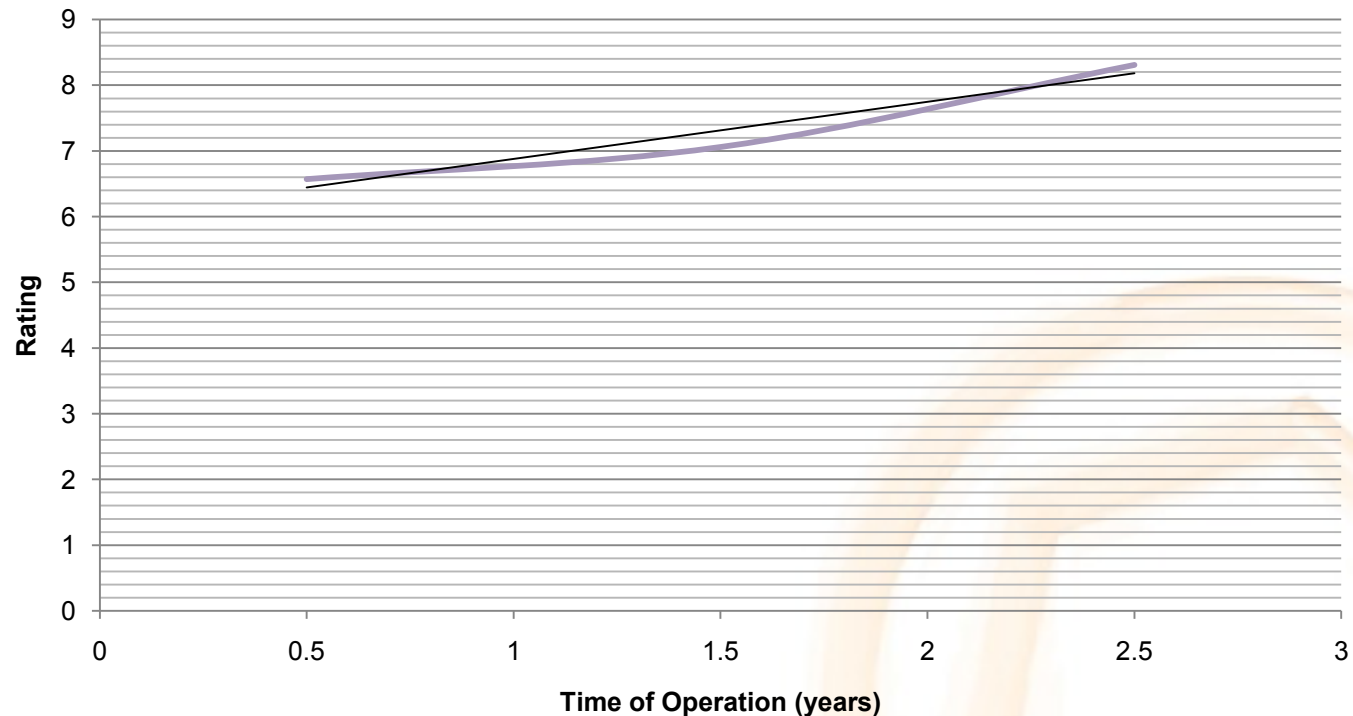
* rating on 1-10 scale, where 1 being the worst, 10 being the best



Rating the AquaClimb

The AquaClimb rating actually increased with time of operation, which means that the walls outperformed the original customer expectations.

Rating vs. Time of Operation

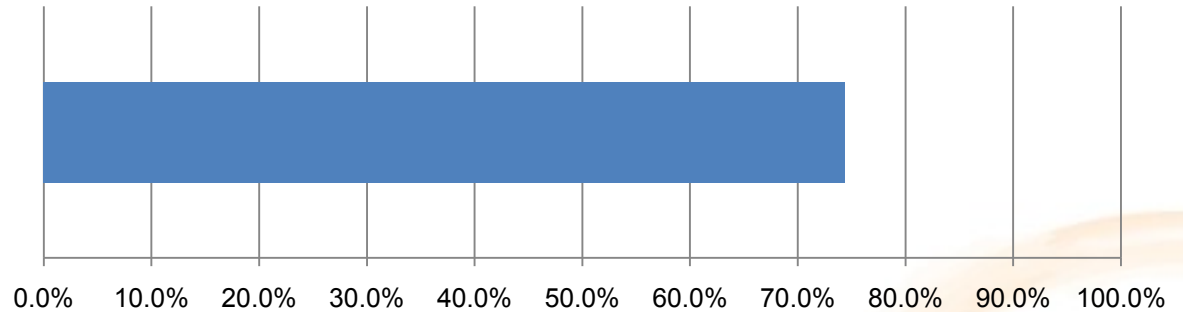




Recommending an AquaClimb

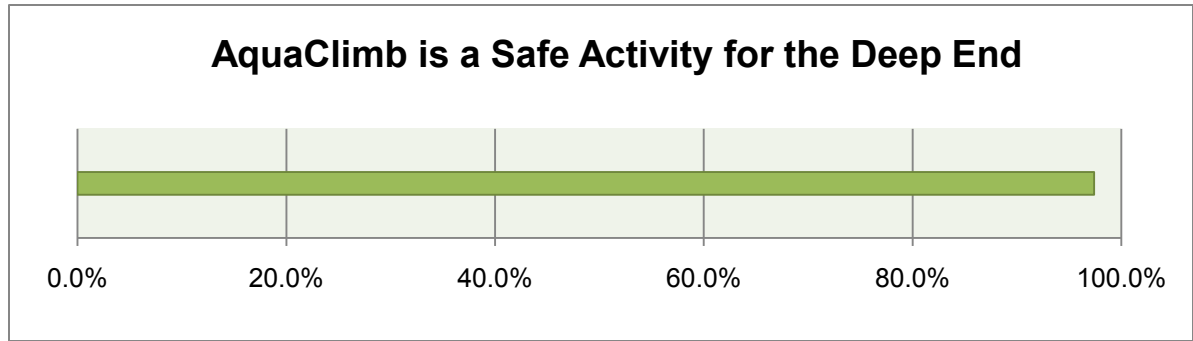
Over 75% of existing customers say they would recommend an AquaClimb as a superior recreational product.

Clients that Recommend AquaClimb

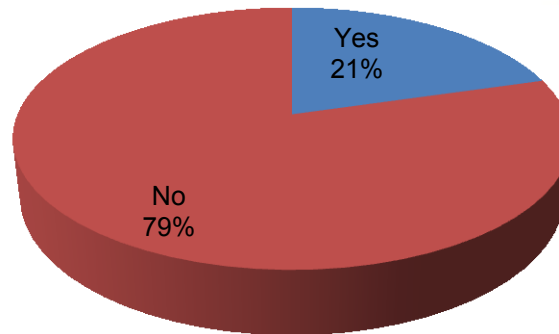


Safety - Absolute

Almost 100% of the current users consider AquaClimb a safe activity.



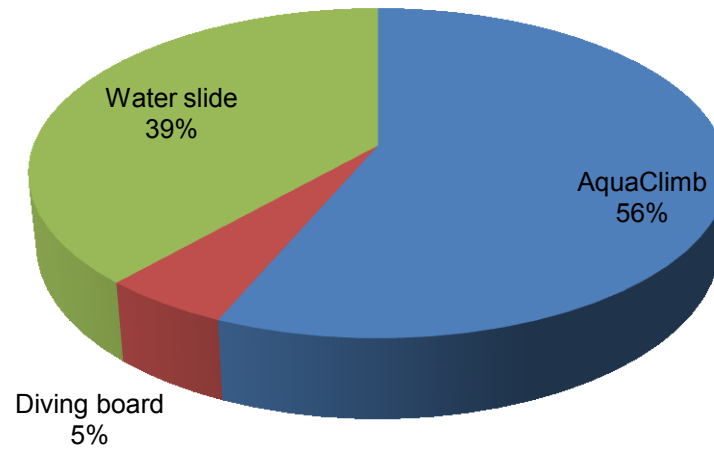
Close to 80% of respondents reported no injuries associated with AquaClimb. The other 20% reported small injuries such as bruises and scrapes.



Safety - Relative to other products

When compared to diving boards and slides, AquaClimb was rated as **the safest piece of equipment**

Safest Poolside Activity

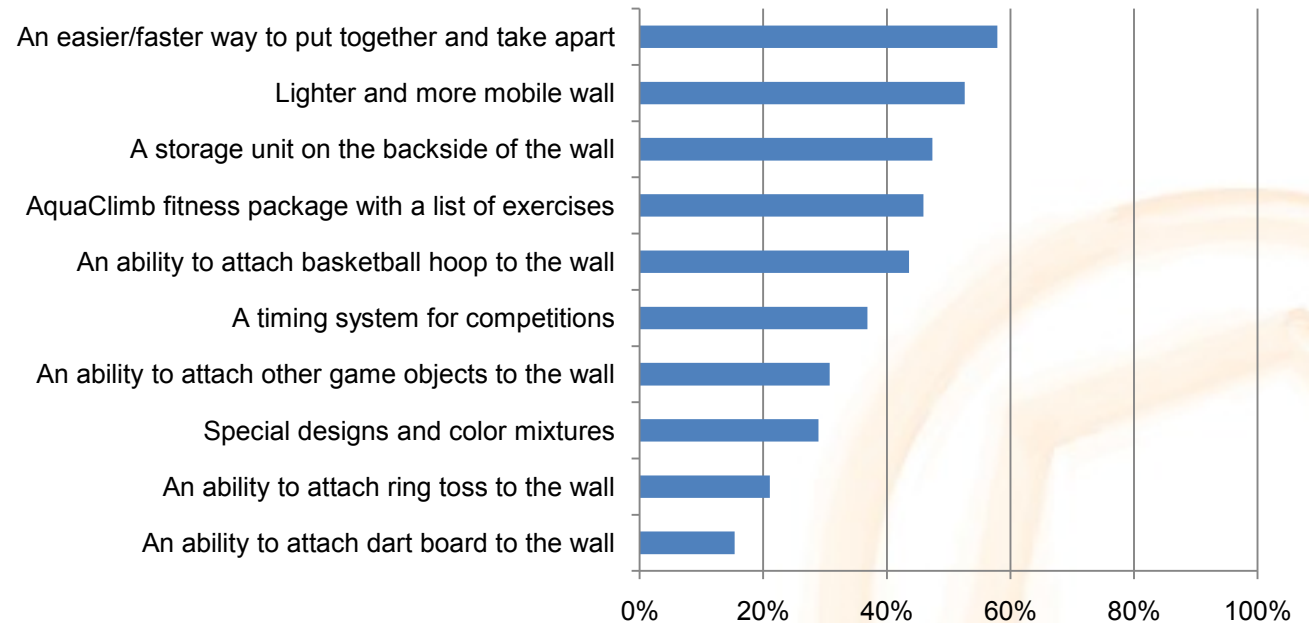




Future Enhancements

Current AquaClimb users also commented on the potential enhancements for the wall. These have been taken into consideration and R&D is currently researching the most popular choices.

Most Enjoyable Potential AquaClimb Features





Customers' feedback

"It is the best money we have spent on equipment in 20 years" – Rhonda Dea, Halifax Regional Municipality

"Everyone loves AquaClimb. It is one of our most popular attractions" – Adam Pepper, City of Ballwin

"It is a fun addition to a competition pool" – Jennifer Moore, City of Redding

"If you are trying to improve the experience for existing families attending your pool and if you want to add another impressive looking amenity to increase sales you should consider AquaClimb. Be aware that they are on the expensive side." – Mark Pinchoff, City of Novi

"Absolutely a great investment. Our younger children line up during the adult swim time instead of going to the concession stand so they can get first in line when we open back up once adult swim time is over, 15 minutes. The kids love to compete with each other on who can make it the farthest. It has really given us a facelift at our facility." – Rene James, City of Mason



If you have any questions please feel free to contact us at:

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