



MEDIA ALERT

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blueseventy Addresses FINA's Suit Approvals

New Zealand — May 19, 2009 — Today FINA released its list of approved suits for the World Championships in July. FINA rejected 10 high-tech racing suits and approved 199 others with 136 swimsuits to be modified in accordance with the "Dubai Charter".

blueseventy submitted 11 models of suits for FINA approval, including tights and jammers. At this time, blueseventy suits are not listed on FINA's site as approved models, including the models that had previously been submitted (in late 2007) and had received approval.

blueseventy is stunned by this omission. "As a company, and personally, we were very comfortable with the criteria for testing that FINA had outlined, our suits passed well under the threshold for buoyancy and thickness proposed by them," stated blueseventy's Global Marketing Manager, Dean Jackson. "We have had confirmation that our suits passed the independent laboratory testing for both of these tests."

Officially blueseventy is classified as one of the suits that "may cause significant air trapping when worn by the swimmers." However, there are several other similar brands with suits that use exactly the same fabric, with a similar construction, that have passed without a problem. This confusing situation has led the company to seek clarification directly from FINA and blueseventy is awaiting their response.

blueseventy has 30 days to make modifications to the suit so that it no longer traps air, but the system around this is unclear since trapping air is not a measurable value and the subjective nature of this "testing" is not black or white. Initially the Dubai Charter and resubmission of these suits was in order to gain acceptance for the Rome World championships and it is blueseventy's understanding that previously approved suits remain legal for all competitions.

"We are dedicated to working on the best solution to the short-term situation and will work closely with FINA on this process," said Roque Santos, blueseventy Vice President of Swimming. "Most importantly, we care about swimmers, we care about our company and we care about fair play for all brands in this process."

About blueseventy

blueseventy, aptly named to suggest 70% of the earth covered in water, is the world leader in triathlon and open water wetsuits, swimskins and goggles. Since 1993, the Seattle-based company has designed, tested, refined and crafted products using superior materials and revolutionary details that equate to comfort, freedom from restriction and ultimately a competitive advantage in the water. blueseventy products have instilled confidence in beginners as well as carried world-class athletes to victory. blueseventy products can be found in more than 250 retail locations across the U.S. and in 15 countries. For more information, visit www.blueseventy.com. The water is open.

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