



Bringing New Sound to an Old Sport

FINIS Introduces Bone Conduction Waterproof MP3 player to Swimming World

Livermore, CA. September 1, 2007- FINIS, the worldwide leader in technical swimming products, has been awarded a USA Patent for Bone Conduction MP3 players for use while swimming. We call it the "**SwiMP3**." The *SwiMP3* is a waterproof MP3 player that uses bone conduction technology to directly transfer sound vibrations through the cheekbone and into the inner ear, allowing for clear, non-muffled sound. This bone conduction technology enables swimmers to enjoy what land sports fanatics have for years, their own personal music to train with. The *SwiMP3* has been featured in publications such as The New York Times, Time Magazine, and Rolling Stone, as well as, on popular entertainment networks such as MTV, the Discovery Channel, MSNBC and ESPN.

Since the launch of the original *SwiMP3*, over 35,000 users have been rocking out to their favorite tunes while they swim. Now, FINIS announces the release of the newest *SwiMP3*. The "**SwiMP3 v2**" has a new slim, non-bulky design that attaches to most any swim goggle or even a snorkeling mask. It has a 60 song capacity (256 MB) with a built in rechargeable battery and easy to use controls for up to 4 hours of continuous playback. The *SwiMP3v2* now plays MP3 and WMA files and includes other new features such as pause, resume, and volume functions.

"People love music; Music is inspiring and relaxing. The land sports have had it for years...I am thrilled that over 35,000 swimmers are now using the *swiMP3* player, and with the new streamline design and new functions of the *SwiMP3 v2*, more swimmers will discover the enjoyment of swimming to their own selection of high fidelity music," said John Mix, President of FINIS.

*For more information on how to purchase the *SwiMP3v2* and all other FINIS products, go to your local aquatic dealer or log onto www.finisinc.com.*

About FINIS, Inc: Founded in 1993 by John Mix and Olympic Gold Medalist, Pablo Morales, FINIS, Inc. develops the most technologically advanced training equipment for the swimming community. FINIS is the proud sponsor of Australian Olympic Swimmer and World Record Holder Jade Edmestone and USA Waterpolo captain, 2 time Olympian Tony Azevedo. From competitive swimwear and technical training equipment to high-end swim goggles and children's water confidence, FINIS offers something for swimmers of all abilities to improve their technique and add to their enjoyment of being in the water. Brands owned and operated by FINIS include: FINIS, LANE 4, *SwiMP3*, and Zoomers.

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FINIS Releases First Waterproof MP3 Player to Use Bone Conduction Technology

New Application of Technology Gives SwiMP3 Player the Highest Quality Underwater Sound

Livermore, CA. September 1, 2007- In 2004 FINIS, the leading innovator of competitive aquatic training products, released the groundbreaking waterproof "SwiMP3" player for swimmers, triathletes, surfers, synchronized swimmers and anyone involved in water activities. More recently, in the spring of 2007 FINIS introduced the "SwiMP3 v2." This next generation SwiMP3 has been revamped with a new style and better functionality. Since the launch of the original SwiMP3, over 35,000 users have been rocking out to their favorite tunes while they swim. The unique player has been recognized in a number of publications including the New York Times, Time Magazine, and Rolling Stone, as well as, on popular entertainment networks such as MTV, the Discovery Channel, MSNBC and ESPN. In the midst of a technology crazed holiday season, the new FINIS Swimp3 stands alone. The SwiMP3 v2 has been featured in numerous holiday gift guides and is becoming a must-have on many consumers' shopping lists.

Unlike other waterproof players that rely on traditional air conduction technologies, the SwiMP3 player uses bone conduction – the direct transfer of sound vibrations from the cheek bone to the inner ear – to provide the swimmer with exceptional sound clarity. The SwiMP3 player (pronounced "Swim-P-3") allows athletes to hear the same high quality music while they're in the water that they're accustomed to hearing while running, biking or at the gym. While other waterproof players rely on the transmission of sound through water or air, often producing a muffled sound, the SwiMP3 player directly stimulates the inner ear, resulting in exceptional sound quality for the listener.

Today, FINIS has released a new and improved SwiMP3, the SwiMP3 v2. The new, fully waterproof player attaches easily to any swim goggle or snorkeling mask, and can be used with all competitive swim strokes. It holds approximately 60 songs, or 256 MB, for four hours of continuous music. The new SwiMP3 has a new slim, non-bulky design and a built in rechargeable battery. The SwiMP3 v2 now plays both MP3 and WMA files and includes other new features such as volume, shuffle, and resume.

As FINIS has been awarded a USA Patent for Bone Conduction MP3 players for use while swimming, there truly is no comparable product on the market. "This is a revolutionary step forward for aquatic athletes," said John Mix, President of FINIS. "Swimming while listening to their favorite music is a dream many swimmers have long shared. While others have tried to produce waterproof players, results have been less than satisfactory. As the technical leader in the aquatics industry, FINIS is proud to be the first to master the technology and bring high-fidelity sound to aquatic sports."

Bone conduction hearing is a safe, well-established hearing mechanism in humans that the *SwiMP3* player leverages to enhance aquatic activity. FINIS' application of the technology brings an entirely new level of experience to swimmers, either while working out or taking a leisurely swim.

For more information on how to purchase the SwiMP3v2 and all other FINIS products, go to your local aquatic dealer or log onto www.finisinc.com.

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