



Industry Veteran to Take Reigns at Leading Technical Swim Manufacturer Former ACCUSPLIT Executive Hired as VP of Sales for FINIS

Livermore, CA. June 1, 2008 – FINIS, the Worldwide Leader in Technical Swimming Development, announced today that Mr. Byron Dana Lindstrom has accepted an executive position at the rapidly growing company. Taking the helm as the new Vice President of Sales, Dana will join an already loaded roster of young talent. FINIS will look to Lindstrom to share his extensive knowledge and vast experience to further build the company's global presence. With a record boasting 35 years in the sporting goods industry, Dana brings a passion for business development and corporate success that few in the company, let alone the industry, possess.



With sales numbers continuing to skyrocket since the release of FINIS' latest waterproof electronic product, the SwiMP3, the company's need for someone to fill the position was evident. President John Mix expressed, "Having a chance to work with Dana is incredible. He is truly the perfect fit for Finis. His close involvement in the introduction of a variety of electronics, including 10 years as Executive VP of Sales with ACCUSPLIT, will be great for our ever-expanding line of technical gear." Dana will lead the professional sales team in their efforts to spread the word about such unconventional products as the Underwater Pace Clock, the solar-powered, green Digital Pace Clock, and of course, the SwiMP3.

Prior to his start date, Dana has already begun to analyze sales processes to help the company function more efficiently and to accommodate the continued growth. When asked about his decision, Dana lit up, commenting "It is a great opportunity to work for FINIS, a young company with such significant potential. I am particularly excited to help in bringing them to that next level and continuing to expand their presence within the market."

For more information: www.finisinc.com

About FINIS: Founded in 1993 by John Mix and Olympic Gold Medalist, Pablo Morales, FINIS develops the most technologically advanced training equipment for the swimming community. FINIS offers something for swimmers of all abilities to improve their technique. USA Olympic Water Polo Team Captain Tony Azevedo is a FINIS Sponsored Athlete. Brands currently operated under FINIS include: FINIS, SwiMP3, and Zoomers.

Contact

Katie Moeckel

marcom@finisinc.com

John Mix

jmix@finisinc.com