



For Immediate Release

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Finis, Inc. to Release First Waterproof MP3 Player to Use Bone Conduction Technology

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

LIVERMORE, CA, October 25, 2004 -- Finis, Inc., the leading innovator of competitive aquatic training products, today announced the release of its waterproof SwiMP3 player for swimmers, triathletes, surfers, synchronized swimmers and anyone involved in water activities. 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 is fully waterproof and can be used with all competitive swim strokes. It holds approximately 30 songs for four hours of continuous music.

"This is a revolutionary step forward for aquatic athletes," said John Mix, President, 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."

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.

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

The SwiMP3 player comes with a pair Lane 4 goggles, ear plugs, carrying case, a USB cable and MusicMatch CD. Finis has a licensing agreement with MusicMatch to provide the MusicMatch Jukebox and download capabilities to the SwiMP3 player.

The SwiMP3 is now available for purchase from www.swiminfo.com and additional Finis authorized dealers with an MSRP of \$249.99. For a list of dealers, please visit www.finisinc.com. The product runs on Windows and Macintosh platforms. Full system requirements are listed below.

For more information, please contact Craig Stiff at 925-454-0111 x222.

About Finis

Founded in 1993 by Olympic Gold Medalist, Pablo Morales, and John Mix, Finis develops the most technological and advanced training equipment for the swimming industry. From competitive swimwear and technical training equipment to high-end competitive swim goggles and children's water confidence products, Finis offers something for swimmers of all abilities to improve their technique and add to their enjoyment of being in the water. Additional information on Finis is available at <http://www.finisinc.com>.

SwiMP3 System Requirements

- Windows 98SE, 2000, ME, XP, Mac OS 9, OS X
- Intel Pentium II 233 Mhz or equivalent
- 128 Mb RAM, 35 Mb available hard drive space
- USB port, CD-ROM drive
- Internet connection recommended

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