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PRESS RELEASE – FOR IMMEDIATE RELEASE

GRIPPER VEST: INNOVATIVE NEW AUXILIARY RETENTION VEST ANNOUNCED

New York, Wednesday, June 8th, 2011:

Gripper Vest is a US startup, currently seeking venture capital to fund the development of a specialist safety vest. The vest is designed specifically to be used by riders and passengers of motorcycles, scooters, horses, snowmobiles, Jet Ski, ATV and any other form of open air transportation.

The Gripper Vest is one of those simple ideas which become incredibly useful products. Designed and developed by self-styled problem solver and inventor, Stephen Pease. An entirely revolutionary auxiliary retention vest, filling a completely empty market niche. Stephen Pease, the inventor of the Gripper Vest, tells us; “Myself and my wife were out riding on our motorcycle, and I noticed she was having a tough time finding a safe and comfortable riding position. When we returned home I began to search for a solution to this problem. I discovered that there were no suitable products which would be safe and comfortable for both the rider and the pillion passenger, the idea for the Gripper Vest was born.”

Several prototypes have been designed and constructed to prove the concept is sound. The design has been revised across several iterations and has been tested thoroughly, resulting in a final specification which will soon be put into production.

The Gripper Vest is constructed to extremely high standards from 1000 denier Cordura® and features a YKK® zipper as well as Nexus® buckles. This ensures that the Gripper Vest is rugged and hard wearing. Four removable handles, which the passenger of the vehicle can use as a handhold, are situated in two pairs, on the front and the back of the vest. The vest has been designed to be comfortable to wear for extended periods, yet retain optimal functionality.

The standard Gripper Vest comes in a bright color, with reflective material in several places on both the front and the back of the vest. This adds an extra level of safety by making the rider more easily visible at night. Custom colors are an option for customers who would prefer something a little more stylish or subdued.

The Gripper Vest is to be manufactured entirely in the USA, even though production costs would be far cheaper overseas. Stephen Pease explains that; “I am firmly committed to keeping jobs in the US, as well as making sure that the vest is

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manufactured to the highest possible standard. I believe that employing a local workforce is the best way to deliver total quality to the customer.”

The Gripper Vest is an entirely unique product, and one which fills a market gap which has always existed, just waiting to be identified. A product which will make every motorcycle (or any form of open air transportation) passenger’s life safer, which is really the bottom line; the Gripper Vest will save lives, it deserves to make it to market for this reason.

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