

## LYRAMID LLC ANNOUNCES LAUNCH OF GELRILLA GRIP™

### Compatible Gel Packs Table

**GU Energy Gels, PowerBar Gels, Accel Gels, Hammer Gels, Carb Boom Energy Gels, CytoMax Gulp'N Go, Honey Stinger Gels and others.**

*Little Rock, AR* (June 15, 2008) – Lyramid, LLC today announced the product release of the Gelrilla Grip™ mounting rail for securing and transporting multiple energy gel packs on a bicycle. Designed to accommodate nearly all gel pack brands on the market, the Gelrilla Grip™ can quickly and tightly secure up to four separate packs in an overlapping, in-line fashion. The patent pending design utilizes a snap-fit connection that compresses and locks the gel pack tear-off tab securely to the mounting rail.

To meet the demands of competitive racers, the design incorporates a smooth, streamlined profile that gracefully hugs the surface of the bicycle frame. With precise engineering design and manufacturing quality control, the resulting effect on overall aerodynamic drag performance is greatly minimized. All components of the mounting rail assembly are plastic injection molded out of a UV stabilized, glass-filled Nylon resin, resulting in a durable, weather resistant, long lasting product that weighs a mere 1-1/2 oz, or less than 1/10<sup>th</sup> of a pound.

The mounting rail is easily attached to a bicycle along the top horizontal frame bar directly behind the handlebar stem and secured in place with two adjustable tie wraps (included with each order). The curved bottom of the rail along with compressible foam rubber pads allow the rail to fit snugly against the surface of nearly any shape and size of a bicycle frame member and will not damage or scratch the bicycle's factory or custom painted surface.

To load a gel pack, the tear-off tab portion is placed directly over one of the rail grooves while a snap clamp is placed on top of the tab and pressed down. As the snap clamp is pressed down and against the tear off tab, the tab is compressed and deformed inside the rail groove until the clamp locks in place, securely providing a tight grip on the gel pack. In seconds, the rider can load all four gel packs allowing him or her to get on the road or trail faster. At the end of the trip, cleanup is as simple as popping out the snap clamps and throwing away the left over tear-off tabs. As a result, the rider now has a better way to mount their gel packs, a way that minimizes effort and waste while keeping that bicycle looking good. Try it and you will never use tape again!

Headquartered in Little Rock, Arkansas, Lyramid, LLC is a sports products company that specializes in the development of equipment, gear, and accessories that seek to enhance the participant's overall enjoyment and performance in competitive activities.