



PRESS RELEASES

For Immediate Release

NEW BARRYVOX PRO TO BE EQUIPPED WITH RECCO®

Professional-grade transceiver first to incorporate RECCO® reflector

ZURICH (Jan. 6, 2006) – Since the original Barryvox was commissioned in 1968 to protect the Swiss Army in avalanche terrain, the brand name has been synonymous with alpine safety. Building on this respected reputation, a new industry partnership promises to heighten the professional rescue standard by integrating a RECCO® reflector directly into the latest generation of the trusted Barryvox PRO transceiver.

The Barryvox VS 2000 PRO will be the first transceiver to integrate a RECCO reflector directly into the unit's body, allowing the device to be located in the event of a burial both by traditional beacon search method and by RECCO® detector pinpointing. Willy Zurkirch, the electronic engineer behind both the analog Barryvox PRO and the dual-antenna Mammut Barryvox, says, "They are not two competing systems—the RECCO® system and the avalanche beacon—they are systems that work together. The RECCO reflector adds additional safety to our Barryvox beacon."

RECCO CEO Magnus Granhed also sees the new partnership as complementary. "We have never seen beacons as a competitor, because we know the beacon is an important part of rescue equipment when it comes to avalanche accidents," Granhed says. "Yet I know that almost every year rescue people search for beacons that are turned off. If you forget to turn on your beacon, this is another possibility to find it. A second advantage is that if you wind up with multiple beacons buried close to each other or a deep single burial, RECCO would be an easier tool to pinpoint the person exactly. Third, if your beacon is damaged then you have an alternative."

The professional-grade Barryvox PRO has long been a favorite of rescue workers due to its durable casing, external antenna compatibility and extended maximum range of 120 meters. Response from within this close-knit professional community sparked collaboration between the two companies, Zurkirch says. "At the beginning, it was only an idea to integrate the RECCO® reflector into the beacon because there was no beacon with integrated RECCO. And then I was surprised by all the positive feedback from all these rescue people about this idea. Now you have two different systems, and you have the advantage of both systems in one device."

The first production models will be selectively released to avalanche rescue experts in Switzerland, Germany, Sweden, and the United States for advanced field trials this winter. Dominik Hunziker, technical director for the Swiss Alpine Club, will coordinate this first introductory stage. The analog beacon will then be made available to all rescue professionals in Fall 2006 through Zurkirch's Girsberger Elektronik division, which supplies organizations worldwide with specialized equipment for avalanche rescue and training. The company can be contacted at barryvox@girsberger-elektronik.ch.

About RECCO® Avalanche Rescue System

RECCO® is an avalanche rescue system utilized by 440 organizations worldwide to assist in the efficient location of burials. RECCO® enables rapid directional pinpointing of a victim's precise location using harmonic

radar. The two-part system consists of a RECCO® detector used by organized rescue groups, and RECCO® reflectors that are integrated into commercially available products. Although similar in search procedure to transceivers, the RECCO system is not intended for companion rescue and is not an alternative to transceiver use in the backcountry. More information about RECCO can be found at www.recco.com.

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RECCO® RESPONSIBLE FOR LIVE RECOVERY IN GERMAN BACKCOUNTRY

Avalanche rescue system finds buried snowshoer alive after 45-minute burial

HINTERSTEIN, GERMANY (Jan 11, 2006) – On New Year's Eve, a 29-year old German woman who was caught in an avalanche and trapped under 1.5 meters of snow was pinpointed with the RECCO® avalanche rescue system and recovered alive after being completely buried for 45 minutes. The woman and her partner had been snowshoeing to a backcountry cabin when the slide hit, swept her 150 meters downhill and trapped her under 1.5 meters of debris in a narrow, hard-to-reach gully. The backcountry traveler caught in the slide was not wearing a transceiver even though the avalanche danger in the surrounding mountains was rated considerable on the international scale that day.

Luckily her partner was not caught and placed a cell phone call to police, who then deployed Mountain Rescue of Hinterstein. Two rescuers equipped with an avalanche dog and a RECCO® detector were immediately transported to the accident scene by helicopter, ahead of a rapidly approaching storm and descending darkness. After a 15-minute search, the buried woman was located with the RECCO detector, pinpointed with probes and subsequently dug out alive and conscious. Three hours after the slide, she was transported by military rescue helicopter to a nearby hospital where she has since recovered from the ordeal.

Even though RECCO has been globally adopted by ski resorts and is utilized often as a method of off-piste avalanche rescue, this successful recovery occurred far removed from the nearest ski slope. A convergence of factors led to the successful utilization of this technology in the backcountry, including cell phone coverage in the incident area, a rapid air-based rescue response and a buried victim who was detectable by the avalanche rescue system, which is able to pinpoint RECCO® reflectors integrated into commercially available ski wear, boots and protection gear. More specific details about the avalanche incident can be learned by contacting Magnus Granhed, RECCO founder and CEO, at magnus.granhed@recco.com.

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PARKS CANADA TO UTILIZE RECCO IN SIX PARKS

Mountain Safety Program integrates RECCO® into rescue plan

Banff, AB (November 1, 2005) –Parks Canada has equipped six of its National Parks with the RECCO® avalanche rescue system for the 05-06 winter season. Banff, Jasper, Yoho, Kootenay, Mount Revelstoke, and Glacier National Parks will all incorporate RECCO® detectors into their rescue plans for the upcoming season. The area's 11 Safety Specialists and 90 Park Wardens who participate in search and rescue operations will be trained to effectively use the RECCO® detectors as part of the Parks Canada Mountain Safety Program annual training.

Many of the most heavily trafficked backcountry ski areas in western Canada— including Rogers Pass, the Ice-fields Parkway, and the Lake Louise backcountry—fall within the six-park area selected for the RECCO® coverage. The area also includes the wilderness off-piste areas adjacent to the ski resorts of Lake Louise, Mount Norquay, Sunshine Village, and Marmot Basin. Backcountry ski and snowboard usage in this area is estimated at close to 100,000 skier days per season.

Gord Irwin, Mountain Safety Program Manager for Banff, Yoho, and Kootenay National Parks says, "One advantage now that RECCO is on more equipment and clothing is for people who are accessing the backcountry from ski areas—and the access is so easy to do from the ski hills in the National Parks—we see this as an advantage because many of those backcountry users may not have any avalanche equipment."

"Self-rescue and prevention is our main focus," he continues, "but that said, all too often events occur where a group needs outside assistance and that comes into use of beacons, the dogs and the RECCO. Just as more and more clothing and equipment manufacturers include RECCO in their systems, the likelihood of someone having a RECCO goes up and therefore it becomes an advantageous tool for us to utilize."

The portability of RECCO detectors will allow them to be used as a primary search tool in all Parks Canada avalanche rescue responses in the six-park area. "The fact that most of our responses would also involve using a helicopter and that it's very small, very light, very easy to use, means that it's a piece of rescue equipment that will be taken to a rescue scene," confirms Irwin. "It would come with us to any search, then, depending on whether there are witnesses or survivors, we would make a decision about what to utilize. Obviously being able to search with multiple tools early on is likely to have a better outcome than not having those tools at all."

Irwin sees RECCO as providing a significant benefit in the Parks Canada backcountry. "The biggest single asset is that it offers, not a measure of protection, but with very minimal cost on the part of the skier they can have something in their clothing or equipment that would enable a rescue group to find them." He emphasizes, "Now, I still don't think it's a substitute for self-rescue, but certainly from the point of view of a rescue team it will greatly reduce the amount of time that we would be in a search, particularly for the people who don't have beacons, and therefore it minimizes the risk and exposure time of the rescue team. But, more of a priority, enhances the chances of survival for someone who is caught in an avalanche."

About RECCO® Avalanche Rescue System

RECCO® is an avalanche rescue system utilized by 440 organizations worldwide to assist in the efficient location of avalanche burials. First introduced in 1983, the technology was developed by Magnus Granhed with the cooperation of Stockholm's Royal Institute of Technology in response to his personal experience with avalanche tragedy. Since then, the system has proven itself effective in the field and has been adopted globally by ski resorts, helicopter-skiing operations and search-and-rescue organizations as an additional tool for avalanche rescue.

RECCO® technology enables rapid directional pinpointing of a victim's precise location using harmonic radar. The two-part system consists of a RECCO® detector used by organized rescue groups, and RECCO® reflectors that are integrated into commercially available apparel, helmets, boots or protection gear. The RECCO reflector never needs to be switched on and requires no batteries to function. Although similar in search procedure to transceivers, the RECCO system is not intended for companion rescue and is not an alternative to transceiver use in the backcountry. More information about RECCO can be found at recco.com.

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SESSIONS INTEGRATES RECCO® AT ALL LEVELS FOR WINTER '07

Ninety percent of next season's styles to be equipped with RECCO® reflectors

SANTA CRUZ (Jan. 16, 2006)—With deep roots in skateboarding, snowboarding and punk rock, Sessions has always led the way. The California-based brand has been an early adopter of everything from Gore-Tex® fabric and freeskiing culture to the RECCO® avalanche rescue system. Sticking with the same open-minded attitude that has defined the company since day one, Sessions will become the first core brand to integrate RECCO® reflectors into a complete range of outerwear styles with their 2006-'07 line.

"We were the first snowboard brand to have RECCO in outerwear and now we will offer it on 90 percent of our line," says Joel Gomez, Sessions founder and CEO. "It wasn't an easy decision, but the reason we decided to do it was it's only a matter of time before all brands will have RECCO and all brands will have RECCO in at least 80 percent of their line. At Sessions we try to be a leader, not a follower."

By integrating RECCO into everything from high-end shells to price-point styles, Sessions is again standing up for what it believes in, according to Gomez. "At Sessions we try to be true to what we are. And I want quality to always be involved. That's why we stand by Gore-Tex and RECCO and whatever comes out in the future that's going to advance the product that we put out."

"We believe in RECCO, just like we believe in Gore-Tex®—especially for the price you are paying for safety. You can't really put a price on safety, and what RECCO has to offer for the price is very inexpensive," Gomez concludes. "RECCO is a small investment, and if somebody can find you 10 seconds or 30 seconds sooner it could save your life."

Since Sessions first adopted RECCO technology four years ago, the brand has aggressively educated both consumers and the industry about the avalanche rescue system. "For us it's been about getting the word out and letting people see the RECCO logo and asking questions. We've dropped it a lot just because we think there is a reason behind RECCO," Gomez says. "It's definitely come a long way—especially when you see Billabong, Volcom, and Quiksilver now incorporating reflectors. The awareness is definitely happening."

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