



FOR IMMEDIATE RELEASE

Master distributor agreement struck with Swim Smooth

Split between manufacturing and sales

PERTH, WA – 31 March 2008 –

Atamo, the inventors of Wetronome, and Swim Smooth, the brand of triathlon coach Paul Newsome and associates, have reached an agreement on further promotion of the pacing device in new and existing markets.

Under the agreement, Swim Smooth will gain global distribution rights to sell and distribute the product, directly or in subsequent agreements with regional distributors. Wetronome's existing distributors can continue under their agreements with Atamo, or make new arrangements with Swim Smooth. The day-to-day order fulfillment, and future event promotion, will be handled by Swim Smooth, who will also maintain the Wetronome website. Atamo will continue in its role as manufacturer of the product, and retain the intellectual property rights, including the Australian patent.

“The arrangement is a logical progression since Atamo is now concentrating on its primary businesses in telecommunications and commercialisation consultancy”, says Andrew Holmes, Wetronome product manager. “We ‘know our limitations, and are exceeding them’ by using Paul [Newsome]’s impressive reach into the market”. We should note that Jerome, the original Wetronome, remains safely on Andrew’s bookshelf in his office.

Paul Newsome, principal at Swim Smooth, has recently returned to Australia with his new wife Michelle, after a few years overseas providing clinics applying his methods captured on the Swim Smooth DVD set. He and Michelle toured the UK, Canada, and the US, establishing the brands and a solid distribution structure. During that time, Atamo was the Australian Swim Smooth distributor.

“We were some of the ‘early adopters’ of the little yellow box, and use the Wetronome as a mandatory part of our clinics”, says Paul Newsome, “We’re pretty excited about taking the product further with new training material in the works.”

More information is available on this product at www.wetronome.com. To read about Paul and his team, visit www.swimsmooth.com.

