

About Tarryan Technologies LLC

Based in Skaneateles, NY, Tarryan Technologies focuses on Intellectual Property (IP) asset development and licensing, including the patent pending technology used for Active-Spoke. Formed in 2007, Tarryan Technologies is composed of a team of professionals interested in the application of IP assets within the cycling market including cyclists, coaches and leading collegiate researchers.

Board of Directors

Russell Kalil, Tarryan Technologies, Team Lead

Kalil, the inventor of Active-Spoke and chief executive officer of Tarryan Technologies began his career as an engineer. In 1983, he founded and managed a successful software company for 15 years. In recent years, he has had senior management roles in business management, marketing, service operations and the application of Lean Six Sigma philosophies. An avid cyclist and triathlete, Kalil has competed in three Ironman competitions, owns multiple patents and is a Lean Six Sigma Black Belt.

Joe Friel, Training Bible, Trials and Strategy

Friel, a leading authority in the field of cycling, has been training endurance athletes for over 25 years. His clients include American and foreign national champions, world championship competitors and an Olympian. Friel is also the author of several books, a featured columnist for *Inside Triathlon* and *VeloNews* magazines, holds a masters degree in exercise science and oversees trials and strategy for Active-Spoke.

Larry Matteson, University of Rochester, Business Development

Matteson, an executive professor at the University of Rochester, has over 25 years of experience in technology and manufacturing management and strategy development. Matteson previously worked at Eastman Kodak Company and currently serves on several boards, is an active corporate consultant and assists in business development for Tarryan Technologies.

Core Consultant Team

Joe Voelkel, Ph. D., Rochester Institute of Technology, Experimental Design

Voelkel is an Associate Professor and Graduate Program Chair in the Graduate Statistics Department at The John D. Hromi Center for Quality and Applied Statistics at Rochester Institute of Technology. Voelkel is in charge of creating and executing all scientific studies for Active-Spoke, including the classic downhill free wheel studies.

Dirk Friel, Training Peaks, Field Trials

Friel, a professional cyclist for the past eleven years, is also a successful coach and author. Friel recently won the 2007 Colorado State Category 1 Criterium and has coached many successful mountain bikers and cyclists. Co-founder of Training Peaks and Ironman competitor, Friel is in charge of field trial execution for Active-Spoke and recently achieved a personal best time while using the product.

Robert Purcell, Attorney, Legal Council

Purcell, a highly accomplished intellectual property attorney, is a partner at Hiscock & Barclay in Syracuse, NY. With more than 30 years of experience in intellectual property procurement, enforcement and litigation, Purcell is assisting Tarryan Technologies with the US patent application for Active-Spoke technology.

About Active-Spoke

Developed to achieve optimal wheel performance for both competitive and leisure cyclists at all ability levels, Active-Spoke is a bicycle wheel add-on that can be applied to most rear wheels. Active-Spoke dynamically shifts weights along the spoke of a wheel at specific speeds, and the resulting affect provides a wheel that has weight at the hub during a climb and weight at the rim during a descent. The product features six weights and springs that can be installed and configured by the rider based on their ability level and the contours of the course. Developed by Tarryan Technologies, LLC, classic downhill free wheel tests showed that Active-Spoke outperforms an equivalent standard wheel. Additional information and product sales can be found at www.Active-Spoke.com.

For More Information: Contact Caitlin Lowie at (315) 478-6700 or caitlin@pinckneyhugo.com.

###