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Contact: Russell Kalil
(315) 416-8719
russkalil@tarryan.com

Caitlin Lowie
(315) 478-6700
caitlin@pinckneyhugo.com

TARRYAN TECHNOLOGIES LLC LAUNCHES REVOLUTIONARY CYCLING INNOVATION

ACTIVE-SPOKE

"It is amazing that such a small change can make such a dramatic impact" - Joe Friel, Training Bible

SKANEATELES, NY – Tarryan Technologies LLC announces the launch of Active-Spoke, a revolutionary invention for the field of cycling that allowed riders to go up to 5 seconds faster per mile (dependant on course). A bicycle wheel add-on designed to improve the speed and efficiency of riders at all skill levels, Active-Spoke will be debuted at the Serotta International Cycling Institute's (SICI) 2nd Annual Cycling Science Symposium and Expo being held Jan. 28 – 30, 2008 in Denver.

Active-Spoke dynamically shifts six minimal weight sets (170 – 250 g) along the spoke of a wheel at specific speeds. The resulting affect provides a wheel that has the Active-Spoke sets at the hub during a climb to minimize inertia and the sets at the rim during a descent to build, and maintain momentum.

Active-Spoke sets come in short (1 oz per set) and long (1.5 oz per set) sets which move to the rim at different speeds. Short sets move to the rim at a much higher speed than the long sets. As a result, the rider is able to customize the product based on the specific short to long set ratio that meets their ability level. Novice and PRO springs are also available for additional customization.

"It is a relatively simple concept that provides significant benefit," said Russell Kalil, chief executive officer of Tarryan Technologies. "It has great potential for both elite and leisure riders around the world and we are excited to finally introduce it." Developed by Tarryan Technologies, Active-Spoke will be available initially only through www.active-spoke.com.

"Active-Spoke is a significant advancement in the field of cycling technology and has the potential to make a tremendous impact," said Joe Friel, founder of the Training Bible and consultant to Tarryan Technologies. "By varying the inertia of the wheel, it provides the dual characteristics (light vs. heavier rims) required for optimum performance."

Classic downhill free wheel testing illustrated that a wheel featuring the Active-Spoke product outperformed a standard bicycle wheel by carrying the rider for a longer period of time at the bottom of a hill and maintaining higher speeds as the wheel slows down and the amount of inertia decreases. The wheel with Active-Spoke also accelerated at the same rate as the standard wheel.

Active-Spoke technology has gained the support of leaders in the field of cycling including Dirk Friel, professional cyclist and co-founder of Training Peaks. Dirk tested the product for seven months and recently set a personal best that was more than 60 seconds faster than his previous best time in a ten mile Time Trial race. "I know I would have gone slower if I did not have Active-Spoke," said Friel. Other experts who have expressed interest in Active-Spoke include John Cobb of Blackwell Research and Ed Pavelka of roadbikereview.com.

About SICI Symposium and Expo

The SICI Symposium and Expo, held in Denver Jan. 28 – 30, 2008 is a premier educational event in the field of cycling, where some of the leading minds in the sport come to learn about the latest research and products. Organized by the Serotta International Cycling Institute, this is the second year of this annual conference. For more information, visit www.SerottaCyclingInstitute.com.

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.

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 focused on the application of IP assets within the cycling market including cyclists, coaches and leading collegiate researchers. More information can be found at www.active-spoke.com.