**TeXtreme® enters racquetball through the Ektelon brand**

**Borås, Sweden, June 2nd, 2014**

Ektelon, Inc. is an American manufacturer of equipment for racquetball. In their new product line they have five models reinforced by TeXtreme® resulting in improved strength and torsional stability.

Many sports have seen the use of TeXtreme® make an immediate and dominant impact on performance from Formula 1 Racing, Americas Cup, advanced aerospace, bicycles, extreme sports, and in addition, over 400 NHL players currently use this carbon fiber weave technology in their hockey sticks. TeXtreme® is an ultra-light and strong carbon fiber technology that is 20% lighter than conventional carbon fiber reinforcements that reduce weight without sacrificing strength or stiffness.

“The partnership with TeXtreme® is a significant step for us in our continual focus on developing the most innovative products in the sport,” said Scott Winters, Vice President of Ektelon.

Winters further states, “The elements of power and control are the two single most important factors in game performance. For us to be able to embed TeXtreme®’s unique carbon fiber technology in four critical impact areas on five new frames is exciting. We believe it will take the game and its players to a new level. Through TeXtreme®’s carbon fiber material, which is 20% lighter, the racquets will provide improved strength and torsional stability which will result in maximum power, frame strength and shot accuracy.”

Winters continues by saying, “Ektelon plans to launch an entire new product line, including additional racquets with advanced Carbon Kevlar material, racquetball gloves, eyeguards, sport bags and footwear. We can’t wait to kick off the new season with all of these great new products hitting our warehouse in July, and it’s great to have a new revolutionary technology featuring TeXtreme® to lead the way. “

TeXtreme® is the next generation carbon fiber material in the sporting goods industry; it is based on using Spread Tows instead of yarns to achieve ultra light weight and high-performance products. Companies utilizing the TeXtreme® Technology achieve better properties on weight, stiffness, strength, etc. compared to those using other carbon fiber materials.

The launch of the new Ektelon line is thought to be the single most innovative launch, not just for Ektelon, but possibly the sport as a whole. The new TeXtreme® racquet models will be available in mid-August from a retail location where Ektelon products are sold.

**About Ektelon**

Based in Omaha, NE, Ektelon is a division of Active Brands Company. Ektelon has enjoyed the longest, most successful reign of dominance in the sport of racquetball. Ektelon's heritage includes some of the top players in the sport’s history including racquetball legends who helped shape the sport such as Charlie Brumfield, Dr Bud Muehleisen and Bill Schmitkie and in more recent years, former No. 1 players Mike Yellen, Jerry Hilecher, Dave Peck, Ruben Gonzalez, Lynn Adams and Rhonda Rajsich. In addition, Ektelon has introduced more revolutionary technologies and programs to the sport than any other company. Ektelon innovations include oversized racquetball racquets, the Racquet Taper System (RTS), Power Ring® racquets and Total Racquet Customization, VisionGrip and EXO3 among others. For more information please contact us at 800-283-2635 or log onto our website at www.ektelon.com.

**About Active Brands Company**

Active Brands Company is focused on advanced athlete protection and performance equipment. In addition to Ektelon, the company’s portfolio includes Battle Sports Science, Muhammad Ali, Viking, NuttyBuddy and TapouT. Learn more at www.activebrandscompany.com

**About TeXtreme®**
TeXtreme® Spread Tow reinforcements is the ultimate choice for making ultra light composites. TeXtreme® Technology is flexible and tow-size independent which enables development of optimized reinforcement solutions tailor-made for specific application needs. Utilization of TeXtreme® Spread Tow carbon fabrics and carbon UD tapes by manufacturers of advanced aerospace, industrial and sports products confirms that 20-30% lighter composite parts can be produced with improved mechanical properties and superior surface smoothness.

TeXtreme® is a registered trademark owned by Oxeon AB. Founded in 2003, Oxeon has quickly established itself as the market leader in Spread Tow reinforcements with its products marketed under the brand name TeXtreme®.

For press statements, please contact: For other press inquiries, please contact:

Cort Irish Christian Borg

Vice President, Marketing and Communications Communication & Brand Director

Active Brands Company Oxeon AB

Tel: +1 402 884 7600 Tel: +46 33 340 18 13

E-mail: cirish@activebrandsco.com E-mail: christian.borg@textreme.com