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**BIOMECHANICA MAKES BIG STRIDES;
PARTNERS WITH SPECIALTY FOOTWEAR BRANDS LIKE PEARL IZUMI**

Portland, Ore. (August 29, 2005) – BioMechanica, LLC—the world’s only private independent consulting firm with in-house evaluation and testing capabilities, and specializing in athletic footwear research and development—boasts 19 clients after just 18 months of business. Starting with Pearl Izumi in January 2004, BioMechanica has grown to include a variety of athletic and outdoor brands seeking to utilize its expertise in athletic footwear, biomechanics, and product innovation. Current clients also include: AND 1, Danner, Timberland, as well as several start-up brands and independent inventors.

According to BioMechanica Founder and President Martyn Shorten, Ph.D., his team offers a unique advantage to clients by providing a comprehensive range of biomechanical evaluation services from the earliest stages of concept development through the development cycle and into production.

“We not only understand the science of footwear, but the entire process of constructing footwear from design to development to production,” says Shorten.

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BioMechanica Makes Big Strides – 2

Broomfield, Colo.-based apparel and footwear brand Pearl Izumi hired BioMechanica to help launch the company's spring '05 running shoe line. The collaboration resulted in the "Best Debut" award from *Runner's World Magazine* (March 2005) for Pearl Izumi's syncroFloat lightweight, cushioned training shoe.

"BioMechanica is an invaluable resource in our footwear development process," says Anne Wiper, Pearl Izumi director of footwear. "They provide critical testing and footwear expertise at each prototype stage of our new technology development. As a result, we can work closer to market timelines, with less trial and error and a much quicker learning curve."

By bringing independent and confidential services to clients of all sizes, BioMechanica helps level the playing field in the competitive world of athletic footwear. For AND 1 Footwear Testing Manager Rob Kandle, partnering with an experienced and dedicated lab and testing facility gives them the same benefits as those brands which have these critical services in-house.

After 10 years of providing services exclusively to Nike, Shorten made the decision in 2003 to make his company's expertise available to multiple clients.

"Beyond our lab and testing facility, BioMechanica is a comprehensive resource for companies," adds Shorten. "We can be involved at every step to help effect changes, and make recommendations and improvements to enhance the final product."

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BioMechanica Makes Big Strides – 3

Founded in 1993 by leading biomechanist and inventor Martyn Shorten, Ph.D., BioMechanica LLC has an international reputation for outstanding research and innovation in athletic footwear. The Portland, Ore.-based company supports numerous high-profile U.S. athletic and outdoor footwear brands with independent and confidential advanced research, product development and testing services.

BioMechanica recently formed a global partnership with Lyon, France-based CTC Groupe®, a recognized leader providing technical services to the footwear industry worldwide. CTC Groupe and BioMechanica will share technology and resources, collaborate on the development of new materials and product concepts, and jointly market their services worldwide.

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