



FOR IMMEDIATE RELEASE

## **Swimovate and Speedo announce partnership agreement**

5th July 2011, Wraysbury, UK

**Swimovate Ltd, developers of the Pool-Mate swimming computer, are delighted to announce an exclusive partnership with Speedo to develop the AquaCoach watch, providing swimmers with comprehensive information to maximise the effectiveness of their workout in the pool.**

The four-year agreement will allow the world's leading swimwear brand the rights to use Swimovate's Lap Counting technology in their watch products.

The Speedo AquaCoach is certain to be the perfect complement to Speedo's Swim Fitness collection, which includes Speedo Aqua-Active swimwear and a comprehensive range of training aids engineered to enhance the effectiveness of swimming as a regular workout.

Offering swimmers comprehensive details of the effectiveness of their workout, including number of laps swum, speed comparisons with previous sessions, and the number of calories burned, the Speedo AquaCoach product is designed to help achieve a greater understanding of their swim in order to improve their performance. Available in Red, Black or Blue colourways, Speedo AquaCoach is resistant to water at depths of up to 100m and boasts a 50 swim session memory.

Lisa Irlam, CEO of Swimovate said: "We are delighted Speedo has incorporated our lap counting technology into the Speedo AquaCoach, and it is exciting to be working in partnership with the world's leading swim brand. The watch is very impressive with a large display and buttons that can be pressed under water and looks fantastic, and we're sure it will prove hugely popular among consumers."

Sean Hastings, Vice President of Product and Marketing at Speedo International added: "Speedo is passionate about innovation in swimming, and Swimovate has proved to be an ideal partner during the development of the AquaCoach. The result is a product which provides clear benefits to our key swim fitness consumer, allowing them to enjoy their regular swimming workout with tangible evidence of its effectiveness."

### **About Swimovate®**

Swimovate Ltd is a UK company run by swimmers and triathletes developing innovative, affordable electronic training products for sports in particular swimming. They are dedicated to finding workable solutions to training issues athletes of all abilities have. The Swimovate team have extensive experience in electronic and software design, development and manufacture worldwide.

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## **About Speedo®**

The world's leading swimwear brand, Speedo® is passionate about life in and around the water, creating revolutionary new technologies, designs and innovations. Supporting swimming from grass-roots through to elite level, including the phenomenal Michael Phelps, in the 1920s Speedo® made history with the Racerback: the world's first non-wool suit. In 2008 Speedo® redefined swimwear again with Fastskin® LZR RACER® - the fastest and most technologically advanced swimsuit ever created. Speedo® is owned by Speedo Holdings B.V and distributed in over 170 countries around the world; to find out more visit: [www.speedo.com](http://www.speedo.com). SPEEDO, the ARROW device, FASTSKIN, LZR PULSE, SPEEDO ENDURANCE, FLIPTURNS, FASTSKINFSII, SPEEDO BIOFUSE, SWYM, SPEEDO SCULPTURE, AQUABEAT, AQUACOACH and LZR RACER are registered trademarks of Speedo Holdings B.V. The LZR RACER suit has worldwide design rights and patents pending.