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VYATEK SPORTS Launches Golf Shaft Company, Matrix Innovations

September 24, 1999 - VYATEK SPORTS, Inc., an Arizona-based corporation, announces the formation of an affiliate golf shaft company, **Matrix Innovations**[™]. VYATEK SPORTS recently purchased the sporting goods and consumer product related assets and intellectual property of Phoenix-based ViaTech, Inc., a subsidiary of Simula, Inc. (NYSE: SMU).

Matrix Innovations President Howard Lindsay says, “We will capitalize on the proprietary technologies acquired from Simula, as well as the enabling technologies of select strategic partners, to create NEW breakthrough golf shaft designs based on both organic and metal “Matrix” technologies. The strategic alliance strategy will extend to our operational inclination as well. We have executed formal agreements with Composite Shaft specialist, Fujikura Composite America, as well as a world leader in Metal Matrix Composite (MMC) Technology, whose name will be announced at a later date.”

VYATEK SPORTS, and its affiliate companies, will continue to develop and market the advanced technology-based sporting goods formerly built by ViaTech/Simula. However, while ViaTech was primarily an original equipment manufacturer (OEM) supplier, VYATEK SPORTS will market its products via their own brands, such as their existing line of high performance mountain bikes and components, *HIGH ZOOT*[™]. **Matrix Innovations** represents their first brand introduced to the golf industry.

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Lindsay founded ViaTech in 1993 while employed at Simula, where he had held various engineering and management positions after joining Simula from Hercules Aerospace in 1986. He is also the founder and primary investor in both VYA TEK SPORTS and Matrix Innovations.

Prior to the creation of VYA TEK SPORTS, Lindsay was the Vice President of Engineering/R&D for True Temper Sports, the largest manufacturer of golf shafts in the world. In this capacity, he oversaw the company's development of high performance golf shafts based on organic matrix composites, metal matrix composites, aluminum and steel alloys.

Lindsay is also a member of Golf Digest Magazine's Equipment Panel, which is a group of technical experts who collaborate in authoring technical feature articles and predicting trends regarding the future of golf equipment for the magazine.

"Both VYA TEK SPORTS and Matrix Innovations are new companies, funded by private investors, that will set up operations in Scottsdale, Arizona later this year," said Lindsay. "Our mission is to bring advanced technology products to the high performance sporting goods consumer. We plan to do that by exploiting new materials, designs and manufacturing processes," added Lindsay.

Under the purchase agreement, VYA TEK SPORTS now owns a number of Simula patents and trade secrets, covering materials and processing science, product designs and related technologies applicable to high performance bicycles and components, archery equipment, industrial springs, energy-absorbing athletic shoes and golf equipment.

Simula/ViaTech exited the sporting goods business segment in 1997. Under the terms of the purchase agreement, ViaTech Inc. has changed its name to Simula Composites Corporation and will retain its core business of manufacturing composite airline seatbacks.