



## **PRIMEQUEST, INC. INTRODUCES THE SPIDER – A PATENTED POOL PLAYING TRAINING DEVICE THAT VISUALLY TEACHES THE FOUR BASIC CONCEPTS OF SHOT MAKING.**

*The “Spider” is the first billiards teaching aid that shows you the exact spots for targeting, hitting and setting yourself up for the next play in a real time playing environment.*

**Rocky Mount, NC – May 27, 2004** - PrimeQuest, Inc, a sports marketing group dedicated to creating participatory sports products, announced today the market launch of the Spider™, a revolutionary new pool playing training device designed to address an age-old problem – picturing and understanding the relationship between the contact point and the aiming point. The Spider™ uses laser technology and illumination to help players see the geometry of a shot, including the correct cue-ball path and aiming point on a shot.

The patented device, complete with an instructional video and carrying case and retailing for just under \$140, is taking the industry by storm. It has been endorsed by leading industry association Billiards Congress of America (BCA), and is viewed as an integral part of the industry’s initiative to improve skill levels and thus alleviate the dropout syndrome so prevalent among sports activities. To that end, the Spider™ will be one of the first to receive the BCA’s Certified Billiard Training Aid “seal of approval”.

The professional community has also embraced the product. The Spider™ has been tested at various major professional pool tournaments over the USA, and is endorsed by six-time world champion Allen Hopkins and The Black Widow, Jeanette Lee, a former World #1 and arguably the sport’s most visible star.

The market is large, yet underdeveloped from a training product perspective. The BCA estimates there are 1.75 to 2 million pool tables in U.S. households, with over 200,000 tables sold per year. There were 39.2 million billiards players in the U.S. in 2002, making billiards the fourth largest participatory sport in the U.S.

“The trend towards more casual play and the fact that the average days played has fallen creates a significant market opportunity for the Spider™,” said Tony Davis, Chairman of Primequest, Inc. “We feel the ability to improve performance quickly and significantly will increase player success and thus enjoyment of the game.”

According to Allen Hopkins, “The Spider is a fun, easy and fast method for becoming a better pool player. It is the first and only interactive training tool that I’ve seen that teaches the basics of shot making while you are playing, unlike videos or self help books.”

Jeanette Lee agrees. “ I believe in the Spider,” said Lee. “It enables beginners and advanced players alike to see what the pro’s see, thus improving their ability to make more shots.”

An independent national consumer research study conducted this year confirms that consumers (adults 18+, male/female) have strong purchase intent for the Spider as a personal item and as a gift to family and friends.

The Spider™ offers retailers incremental revenue opportunities as a new product offering, and provides a mechanism to sell more pool products overall. It is a high impact training tool that gets consumers involved in the store, increases the joy of playing, and thus drives future accessory sales and table upgrades.

Billiards Digest calls the Spider™ “a revolutionary new training device”, while Pool & Billiards Magazine states that “this nifty tool stays in place throughout a shot to train a beginning player, but the real attraction lies in the dual aim training, with both a red laser line to the pocket and a green “ghost ball” that shines on the table in the exact right ghost ball aiming position.”

A national marketing campaign is slated to launch late third quarter this year, including national advertising and direct marketing campaigns.

Availability:

The Spider will be available on a mass production scale October 2004. The company is finalizing the sales channel, and invites distributors to order the product now by calling 252-937-4722 or visiting [www.thespideronline.com](http://www.thespideronline.com).

Photography available upon request.

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## **ABOUT PRIMEQUEST, INC.**

PrimeQuest, Inc. is a North Carolina based sports marketing company dedicated to creating participatory sports products. Led by Chairman, Founder and Spider™ patent holder Tony Davis, the company has a unique perspective on teaching the game of billiards.

Mr. Davis has been actively involved in the game for over 30 years, both as a teacher and as a winner of over sixty (60) tournaments playing against amateurs and professionals.

An accomplished pool player, Tony has frequently been asked to teach basic and advanced techniques to others. During a training session, Tony visualized the opportunity to create an interactive teaching aid that would provide continuous, visual information on how to consistently pocket pool balls.

Before the invention of the Spider, he taught the four basic concepts of pocketing pool balls by verbal instruction. Unlike standard teaching methods (verbal instruction, videos and books), the Spider provides real time pre-shot visual input as well as visual feedback during the shot making process.

Mr. Davis is an industry thought leader, and has the ability to relate the practical aspects of this needed training tool to all sales channels and to the media.

The Spider will be available on a mass production scale October 2004. The company is finalizing the sales channel, and invites distributors to order the product now by calling 252-934-4722 or visiting [www.thespideronline.com](http://www.thespideronline.com).