



The Spider to Make Sales Debut at APA Tournament in Las Vegas

The Spider is expected to have heavy consumer interest at tournament

Las Vegas, NV - August 18, 2004 – The Spider, a new and revolutionary training product, will make its sales debut this week in Las Vegas.

The 2004 APA National Team Championships will be held at The Riviera Hotel & Casino in Las Vegas August 20-28th. Hundreds of professional and amateur teams from across the United States and Canada will compete for over three-quarters of a million dollars in prize money.

The appearance at the APA tournament will be the first place where consumers and retailers will pre-order The Spider. “We are excited to bring The Spider out to Las Vegas. The APA event is a great opportunity to showcase The Spider to fellow professionals, industry leaders, and billiard fans,” says Tony Davis, President of PrimeQuest and the product’s inventor.

The Spider was created by PrimeQuest, Inc., of Rocky Mount, North Carolina, a sports marketing group dedicated to Enhancing Sports Participation (ESP). The Spider is a fun, easy and fast method for becoming a better pool player. It sits on the pool table and uses a series of pointing laser beams to show you the exact spots for targeting, hitting and setting yourself up for the next play.

“The Spider is the world’s first and only product that teaches the 4 basic concepts of shot-making. It is actually guaranteed to improve your game,” Davis. It has already taken the billiards industry by storm and is expected to be a top-seller among new billiard products this year.

Endorsement from industry athletes and associates are impressive. Professionals, Allen Hopkins, 6-time World Champion and Jeanette Lee, 2003 WPBA Champion and possibly the world’s most visible billiards athlete endorse the product. Also on board is The Billiards Congress of America, who will give The Spider its official “seal of approval”.

On October 1, 2004, The Spider will hit the shelves of billiard retail shops around the country, and will be available for purchase online at www.thespideronline.com, or by calling 1-888-SPIDER8.

Photography available upon request.

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ABOUT THE SPIDER™:

The Spider™ is the world's first pool trainer that teaches the four basic concepts of shot making:

1. The object ball spot (where to contact the object ball)
2. The target line (where the ball will travel)
3. The cue ball deflection line (where the cue ball will travel after contact)
4. The cue ball circle (what spot on the cue ball to use)

The Spider™ sits on the pool table and uses a series of pointing laser beams to show you the exact spots for targeting, hitting and setting yourself up for the next play. The patented invention uses laser technology and illumination to teach the key concepts of shot making while the person is playing, versus videos or self-helps books.

It is a fun, easy and fast way to become a better pool player, no matter the skill level.

Each Spider™ package comes with a hard-shell carrying case, 4 AA batteries, 2 Spider clocks, and an instructional video commentated by Jeanette Lee and Allen Hopkins.

The Spider™ is being marketed by 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.

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 November 2004. For an instructional video, or more information, visit www.thespideronline.com.