



## **The Spider™ is the “Official Practice Aid” of the International Challenge of Champions**

*Revolutionary billiards training device to make sponsorship debut on ESPN*

**Rocky Mount, NC—September 2, 2004**—PrimeQuest Inc., the developer of The Spider™, a revolutionary new billiard training and aiming device, announced today a partnership that makes The Spider™ “The Official Practice Aid of the International Challenge of Champions” event televised on ESPN in October.

“PrimeQuest is very excited to be a part of this tournament. This sponsorship is nicely timed with the launch of our national advertising campaign,” says Tony Davis, CEO of PrimeQuest, Inc. and inventor of The Spider™. “The product has already garnered so much positive attention, from both consumers and industry professionals. Our presence at the much-anticipated tournament will help us establish a permanent foothold in the billiard industry.”

The International Challenge of Champions Tournament, held at Mohegan Sun Casino in Connecticut August 11-12, is a men’s billiards tournament that invites eight of the most prestigious pool players in the nation to compete in a head-to-head winner-takes-all competition. The event offers a \$50,000 purse, and the winner walks away as the International Champion of Champions, the most coveted title in men’s billiards.

The event is televised each year on ESPN. ESPN 2 airs re-runs of the show throughout the year, on average 16 times.

The Spider™ designed to address an age-old problem – picturing and understanding the relationship between the contact point and the aiming point. It uses patented 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 one-of-a-kind product will be available to consumers in November, but has already become a buzzworthy product in the industry. The Spider™ was a main attraction among amateurs and professionals when recently showcased at the APA National Team Tournament in Las Vegas.

Photos 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](http://www.thespideronline.com).