



The Spider™ to Appear on ESPN2's Cold Pizza

Revolutionary billiard's product a "hot item" on ESPN2's Cold Pizza

Rocky Mount, NC—October 18, 2004-- PrimeQuest Inc., the developer of The Spider™, a new revolutionary billiard training and aiming device, announced today that the product's live, television debut is set for October 20 on ESPN2's Cold Pizza.

Cold Pizza airs weekday mornings on ESPN2 between 7 a.m. and 9 a.m. The two-hour variety show offers its audience a unique blend of sports, consumer information, pop culture and lifestyle features customized to viewer's specific interests.

"PrimeQuest is very excited about the support The Spider is receiving from the media and sporting industry," says Tony Davis, CEO of PrimeQuest, Inc. and inventor of The Spider™. "The product has already garnered a lot of positive attention, both from consumers and professionals. We are looking forward to an encouraging response from viewers of the show."

The Spider™, which the BCA (Billiard Congress of America) has listed as a "hot holiday item," will be featured along with other BCA products in a segment by Jamie Sorcher, the "Gizmo Girl".

The product preview will include a live demonstration of the product and details on how consumers can pre-order the Spider in time for the holidays.

Jeanette Lee, better known as the "Black Widow," one of the top billiards players and likely the sport's most recognized player, endorses The Spider™, as does 6-time world champion and ESPN commentator, Allen Hopkins.

The Spider™ was designed to tackle a problem that plagues many billiards players— visualizing and comprehending 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 device was a major attraction among professionals and amateurs when it was recently showcased at the APA National Team Tournament in Las Vegas, Nevada.

Photos available upon request.

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