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PRESS RELEASE

KEE Action Sports Announces Free Upgrade to Reactor III Regulator

Sewell, NJ January 27, 2009 - KEE Action Sports LLC. KEE Action Sports announced today that it is upgrading all its Pure Energy Reactor III regulator bonnets to aerospace grade aluminum. There were rare instances of the regulator bonnet loosening if the retention screws were not completely tightened, thus resulting in the upgrade to eliminate this potential problem. The upgrade only applies to Pure Energy Carbon Fiber Style Air Systems with the smaller Reactor III style regulator (40650, 40651, 40668, 40670, 40671 and 40690).

Current product owners may request the new bonnet free of charge by:

- Calling 1-800-220-3222; or
- Emailing the KEE Action Sports at tech@paintballsolutions.com.

The upgraded bonnet will be shipped with simple 5 minute installation instructions. Proof of purchase will be required to obtain free upgrade.

Michael Lukas, VP of Supply Chain for KEE, stated, "This new upgrade results in a reduction in weight of the Pure Energy Reactor III regulator by nearly 20% with improved safety, performance and durability. From scenario to tournament play, Pure Energy air systems continue to lead the industry in performance and safety".

Always handle any charged air system with care. This includes CO2 and N2 / Compressed Air Systems. Always look at the pin valve or regulator while disengaging air systems from the marker for any sign of the valve / regulator unit unthreading from the cylinder or any other part unthreading. If this occurs, the consumer should immediately contact the manufacturer of the air system for assistance.

All Pure Energy air systems have patented safety features incorporated into the product to prevent the potentially dangerous launching of a cylinder.

KEE Action Sports LLC is the worldwide leader in the manufacturing and distribution of paintball sporting goods and the exclusive source for RPS®, Empire®, Invert™, Invert™ MINI™, BT Paintball™, HALO®, EVIL®, and Pure Energy® brand products.