



THE NEW GENERATION:

SPEEDO LAUNCHES ITS MOST COMPREHENSIVE RANGE OF PERFORMANCE SWIMWEAR

SPEEDO, the world's leading swimwear brand, is launching its new generation of performance swimwear inspired by the record-breaking Speedo LZR Racer suit.

Demonstrating Speedo's ongoing commitment to supporting every level of swimmer in the sport, the new range caters for grass roots to elite athlete level and is fully compliant with FINA 2010 regulations.

Available from [insert your market date] 2009, the **Speedo LZR Racer Elite suit** forms part of the new range that includes the **Speedo LZR Racer Pro suit** (launching February 2010)) which will enable all swimmers to achieve high levels of performance.

The range was developed in the Speedo Aqualab® and embraces many of the groundbreaking technical features of the legendary Speedo LZR Racer suit that was created through consultation with more than 400 elite athletes. The new generation of advanced textile swim suits offer a unique combination of high power fabrics, design and construction for a smoother shape, reduced drag and greater flexibility; all within FINA's new rules for 2010.

SPEEDO LZR RACER ELITE SUIT

Utilising the technology developed for the Speedo LZR Racer suit, the ELITE range incorporates the same fully bonded construction with ultrasonically welded seams for the ultimate smooth, flexible and streamlined surface. Made from exclusive ultra-lightweight, low drag LZR Pulse fabric, the suit is engineered to fit the swimmer's body for a streamlined shape while reducing muscle oscillation, enabling them to cut through the water more efficiently. Also featuring Speedo's unique 3D, 3-piece dynamically engineered pattern for optimum fit and shape, the Speedo LZR Racer ELITE range is Speedo's most advanced performance racing suit.

SPEEDO LZR RACER PRO SUIT

The Speedo LZR Racer PRO range features exclusive highly durable variant of the LZR Pulse fabric and the same 3D pattern as the ELITE series. The low-profile, high-strength stitched seam construction combine to provide a highly durable competition suit with low-drag and an advanced fit.

All swim suits are available in the male Jammer silhouette and female Recordbreaker Kneeskin and Recordbreaker silhouettes.

Speedo President, David Robinson said: “Speedo’s commitment to the sport of swimming continues at every level, from grass roots to elite. For over 80 years, Speedo has consistently pioneered swimsuit innovations and the LZR Racer Elite and Pro suits represent the most comprehensive and technically advanced range of performance textile swimsuits for every level of swimmer”

Speedo sponsored swimmer and the most decorated Olympian of all time, Michael Phelps, said, “Speedo has supported me throughout my career and this range demonstrates how they champion every level of the sport. I’m excited about the launch of the new generation of suits and looking forward to competing in the new Speedo LZR Racer Elite suit.”

Additional products complementing the LZR Racer line in swimwear are Speedo’s cutting edge designs in equipment. These include the LZR Racer Bonded Cap, the Aqua V unique multi-thickness silicone competition cap, the Speed Socket classic racing goggle, the Aqua Socket low profile racing goggle and the Side Winder, a technical racing goggle with traditional hard frame.

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Notes to editors:

- The LZR Racer suit launched in 2008 was the world’s fastest, most revolutionary swimsuit worn by the likes of the phenomenal Michael Phelps. Swimmers wearing the LZR Racer suit broke 84 world records since the launch in February 2008.
- In July 2009 FINA announced changes to competitive swimsuits: from January 2010 swimmers are only allowed to compete in textile suits so the LZR Racer suit will no longer be available for competitive swimmers

- Other key products from Speedo available for performance athletes include the technical Aquablade and FSII suits, launched for Sydney and Athens Olympics respectively

About Speedo®

The world's leading swimwear brand, Speedo® is passionate about life in and around the water, creating revolutionary new technologies, designs and innovations. Supporting swimming from grass-roots through to elite level, including the phenomenal Michael Phelps, in the 1920s Speedo® made history with the Racerback: the world's first non-wool suit. In 2008 Speedo® redefined swimwear again with Fastskin® LZR RACER® - the fastest and most technologically advanced swimsuit ever created. Speedo® is owned by Speedo Holdings B.V and distributed in over 170 countries around the world; to find out more visit: www.speedo.com. SPEEDO, the ARROW device, FASTSKIN, LZR PULSE, SPEEDO ENDURANCE, FLIPTURNS, FASTSKINFSII, SPEEDO BIOFUSE, SWYM, SPEEDOSCULPTURE and LZR RACER are registered trademarks of Speedo Holdings B.V. The LZR RACER suit has worldwide design rights and patents pending.