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FOR IMMEDIATE RELEASE

**SWEAT GUTR™ SWEATBAND SELECTED
AS THE OFFICIAL SWEATBAND FOR HOTTER'N HELL HUNDRED**

DALLAS, TEXAS – July 23, 2009 – Tunnel Vision, Inc. announced that the Hotter 'N Hell Hundred has selected the saturation proof Sweat GUTR sweatband as the official sweatband for this grueling annual cycling event held during the extreme Texas heat. Each August, over 10,000 bike riders from around the U.S. and several foreign countries converge on Wichita Falls, TX to test their conditioning and mental toughness. The 28th annual Hotter 'N Hell Hundred is one of the oldest and largest endurance cycling events in the nation. Since 2005, the saturation proof Sweat GUTR sweatband has been a favorite among both racers and riders in these demanding conditions.

Experts say the average athlete produces between 1 and 3 liters of sweat per hour, and with heat and humidity, those numbers are likely to be on the low side. "Cloth headbands, bandanas and wraps can't absorb that much sweat. Saturated sweatbands simply won't work. Whether you're training or racing, the last thing you want is sweat stinging your eyes and blurring your vision." says Erick Flatt, President and Founder of Tunnel Vision, Inc.

The saturation proof Sweat GUTR sweatband is designed to handle even the most demanding sweat producing environments. Made from soft, flexible non-absorbent plastic, the sweatband features a patented gutter design that captures sweat and channels it off the forehead away from the eyes. Unlike cloth sweatbands that can trap heat on the head and inhibit helmet vents, the Sweat GUTR's narrow profile retains very little heat and enables the helmet vents to freely circulate air across the top of the head.

"Many of the Hotter 'N Hell Hundred steering committee members, including myself and former Executive Director, Roby Christi use the Sweat GUTR sweatband on a regular basis. It seemed like a natural fit for the Sweat GUTR to become the official sweatband for our event." Chip Filer, Executive Director, Hotter 'N Hell Hundred.

"The Hotter 'N Hell Hundred is special to us and we are very excited to be selected as the official sweatband.

We launched the GUTR at the Hotter 'N Hell Hundred in 2005. It was a smash hit and we have been back every year. We enjoy contributing by providing free route maps, bike racks and even a Sweat GUTR Devil to cheer on riders near Hell's Gate." Added Greg Thurmond, VP Sales and Marketing, Tunnel Vision, Inc.

About Tunnel Vision

Tunnel Vision, Inc. is based in Dallas, Texas. The company manufactures the innovative, saturation proof Sweat GUTR sweatband and related sweat management products sold worldwide. For more information, visit (www.SweatGUTR.com).

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