

**SIMPLY BRILLIANT LLC**

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**NEWS RELEASE**

**JUNE 29, 2006**

**SHOCKLES PRODUCTS USED ON WINNING  
NEWPORT-BERMUDA RACE BOAT VAN KI PASS**

For the first time, a winning boat in a major open-ocean yacht race sported a number of SHOCKLES and SolLight products on board.

On board *Van Ki Pass*, the Class 12 winner of the Gibbs Hill Lighthouse Division of the 2006 Newport-Bermuda race, were several new products manufactured by SHOCKLES, a small but very innovative marine manufacturer located in Hood River, Oregon.

Bill Irving, Vice-President of the marine division of the parent company Simply Brilliant LLC, was smiling. "This is the first time we know of that a big, winning race boat has used our products extensively. We are pleased and proud to be associated with this race and boat and it certainly validates the strength, durability and usefulness of many of our products."

Among the products used enthusiastically were the Force 3 Shockles (with a load rating of 2,500#, used in conjunction with a boom preventer on light wind days to eliminate sudden shock loads to the boom and rigging), PotStickers (used in the galley to prevent hot pots and pans from sliding around on the counter when heeled), HandleHolsters (used to store heavy stainless winch handles near winches for easy retrieval), MiniShockles (securing the running backstays to forward shrouds when not in use), LightCaps (easy-to-locate, illuminated water bottles stored at the helm), and the newest product, the LightShip (solar-powered LED lights that sticks up to any window or hatch with suction cups for wireless light).

"All the Shockles products performed flawlessly," said Tom Perry, Van Ki Pass navigator and former captain of both Endeavor and Shamrock V. "At first I was skeptical as to their usefulness but after the first day the entire crew was convinced. I can think of many more uses for the future."

"The best Shockles product for me was the LightShip," said helmsman James Langston. "Having a red LED light in the head at night was really great, You could see without ruining your night vision and it came on automatically as soon as it got dark." The LightShip used was actually a prototype of those currently being manufactured for distribution starting in August.

Product designer Eric Sanford had arranged to supply the *Van Ki Pass* with a complete selection of SHOCKLES products for the race. "Though primarily developed for the cruising market, we know from personal experience that our products are not only useful on all yachts, but that they're tough enough to

withstand the rigors of open-ocean racing. To be part of a winning boat in a very demanding and prestigious race proves this."

SHOCKLES products are available at Boater's World, West Marine, Fawcett Boat Supply and many other marine and outdoor stores., or directly through [www/shockles.com](http://www.shockles.com).

**For more information, please contact:**

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**NOTE: Hi-Res photos of all products available at <http://www.shockles.com/press06/press.cfm>**

*SIMPLY BRILLIANT LLC is a small design and manufacturing company based in Hood River, Oregon. Our mission is to produce energy efficient, environmentally sound products, manufacture them in a socially conscious, environmentally friendly manner, have fun, make money and enjoy life along the way. Our environmentally conscious product design team continues to minimize or eliminate materials from the wastestream while complying with new phases of the European Union's RoHS standard for environmentally safe and sustainable product design. Simply Brilliant LLC is the proud parent of two companies: Shockles marine and outdoor products ([www.shockles.com](http://www.shockles.com)) and Sollight solar light products ([www.sollight.com](http://www.sollight.com)).*