



ReefNet Dive Accessories Featured at DEMA **Popular underwater noisemakers, magnifiers in stock for the holidays**

Toronto, Canada (November 1, 2006) -- Two of ReefNet's most popular dive accessories will be prominently displayed at this year's DEMA show in Orlando (Booth 538). The H2YO Noisemaker is ReefNet's solution to diver communication underwater. The SubSee Magnifier is a high-quality handheld magnifier designed specifically for use underwater.

H2YO Noisemaker

ReefNet's H2YO Noisemaker is a small, simple and inexpensive underwater communication device. Unlike most of the alternatives, H2YO mounts permanently to the diver's BCD, making it impossible to lose or forget. It's available in four bright colours and with a choice of two distinct sound patterns. Both sound patterns are uniquely identifiable and neither sounds like a conventional "tank banger" -- so even in a large dive group, divers can be recognized easily.



Other advantages of the H2YO over competing products include its physical robustness (it's virtually indestructible), and the fact that it does not require any power or air supply. Because H2YO remains on the BCD, it also acts as a handy gear identifier.

H2YO Noisemakers retail for \$20 from ReefNet and many of its dealers. Wholesale pricing is available upon request. Custom printing is also available for dive shops, clubs, and other promotions.

SubSee Magnifier

Demand for an effective underwater magnifier has risen recently as more divers take an interest in observing small marine creatures. Unfortunately, conventional glass and plastic lenses do not work well: they lose from 60% to 100% of their power in water and usually suffer from optical distortion.



ReefNet's SubSee Magnifier solves both of these problems. Because its optical components are sealed, SubSee retains its full 3X power underwater. Furthermore, the lens itself is constructed from multiple elements that eliminate distortion. The result is a crisp image across the entire 1.5" field of view. Ideal for fishwatchers, photographers, divemasters, and marine scientists.

The SubSee Magnifier includes an adjustable lanyard and two durable lens caps (safe to store in a BCD pocket). It is available exclusively from ReefNet for \$75. Dealer inquiries are welcome, but wholesale pricing is not available at this time.

About ReefNet Inc.

ReefNet has been engineering high-tech products for divers, scientists and marine enthusiasts since 1994. Although best known for its Sensus dive data recorders, ReefNet also publishes interactive marine life field guides and manufactures dive accessories including communication devices and optical components. For more information, visit www.reefnet.ca or call +1-905-608-9373.

###

CONTACT: Kris Wilk, ReefNet Inc., +1-905-608-9373, info@reefnet.ca