



## **POWERMETAL INDUSTRY LEADING NANOVATE™ TECHNOLOGY AIDS SUCCESSFUL LAUNCH OF ABU GARCIA'S *REVO PREMIER SPINNING REEL***

CARLSBAD, Calif. (April 14, 2011) – [PowerMetal Technologies](#) once again continues to lead the way in the field of sporting goods nanotechnology with the critically and commercially successful debut of Abu Garcia's [Revo Premier Spinning Reel](#). Featuring a one-of-a-kind NanoShield™ exoskeleton, engineered with PowerMetal's [Nanovate™ NP](#) materials and technology, the world of high performance and competitive fishing has never seen a reel this lightweight yet sufficiently strong and durable.



PowerMetal innovation has enabled a stem up to 300% stronger than a comparable graphite stem, without the added weight of aluminum. PowerMetal advancements have also provided for a lightweight, corrosion resistant spool that is up to 50% lighter than a comparable aluminum spool. The revolutionary NanoShield™ technology on both body and spool makes for a high end reel offering the very best of both worlds and facilitating days of harder and longer fishing for the sport's elite competitors and enthusiasts.

“The *Revo* is stronger and more durable thanks to the NanoShield™, especially in the tension areas. This reel is going to hold up,” raves top professional fisherman Mike Iaconelli, calling it the definite highlight of 2010's ICAST Convention, the world's largest



sport fishing trade show. “It is light, it has eleven ball-bearings, and it has a carbon drag system, the best drag system in the world. You put all of that together and you’ve got an excited fisherman.”

Both consumer and critical consensus has surrounded the *Revo Premier* since it’s launch in the later part of 2010, including consistent praise for its nanotechnology innovation. *Outdoor Canada* awarded the *Revo* with its “Best Reel Technology” prize in its annual “Best New Gear” fishing edition, applauding the NanoShield technology for creating a “lightweight spinning reel that won’t wobble, rust or crack.”

“PowerMetal is proud to have helped Abu Garcia bring the first-ever nanotechnology enabled structural exoskeleton to the world of high end sport fishing,” says Andrew Brutlag, PowerMetal Project Manager. “Further demonstrating the truly unlimited number of effective applications for our Nanovate™ technology.”

PowerMetal's Nanovate™ products and processes, exclusively licensed from [Integran Technologies](#), continue to provide manufacturers with the opportunity to create game-changing products. PowerMetal's technology is capable of altering the molecular structure of metals and alloys into a nanocrystalline structure through a patented electro-deposition process providing tremendous strength improvements at a fraction of the cost.





**About PowerMetal Technologies:**

PowerMetal Technologies, Carlsbad, California, is an advanced materials nanotechnology applications company and a leader in both the development and commercialization of nanotechnology for the sporting and consumer goods industries.

PowerMetal Technologies, which was named the nation's top ranked nanotechnology start-up company specializing in sporting goods by LUX Research, has an extensive intellectual property portfolio, with more than 70 worldwide patents that cover both products and processes.

Based in Carlsbad, California, PowerMetal collaborates with industry and brand leaders to design and develop nanometal components that deliver unique properties that enable companies to create breakthrough products that significantly enhance their product's performance.

For more information on PowerMetal Technologies, Inc. please visit the company website:

<http://www.powermetal.com>