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Rivet Equips 'King of Motocross' Jeremy McGrath

Sponsors seven-time AMA Supercross champion for the second year

San Diego, CA – August 3, 2005 – Rivet International, the leading developer of attachment systems for personal mobile devices and accessories, today announced that seven-time AMA Supercross champion Jeremy McGrath has signed on to represent the company for the second year in a row. McGrath will kick-off the deal with an appearance to defend his medals at the 2005 Summer X Games at the Staples Center in Los Angeles, August 3-7, 2005.

“We are excited to have Jeremy on board for a second year and look forward to his success at this year’s X Games and future competitions,” said Raleigh Wilson, president and CEO at Rivet. “Jeremy’s hectic schedule requires him to be available from anywhere and at any given time, staying connected through various mobile devices. His on-the-go lifestyle fits in well with our culture at Rivet and we want to ensure Jeremy has the best and most stylish tools to attach his mobile products to his life.”

The Rivet Attachment System is a unique, fashionable and versatile way to attach what one needs, to where they need it. It securely and easily attaches cell phones, MP3 players, digital cameras and PDAs to a belt, purse, backpack, pocket or car dash. Rivet provides a system of interchangeable components that work together in multiple ways to solve attachment problems for a wide range of devices and applications.

“I grew tired of bulky, plastic belt clips breaking and standard black leather cases. The Rivet design of stainless steel delivers the quality and versatility that I need,” said McGrath. “I am happy to be associated with a forward-looking company that puts so much attention into innovation, design and making it easy to attach my mobile devices to my busy life.”

About Rivet International

Rivet International is the inventor, designer and producer of a proprietary, multi-functional attachment system for personal mobile devices that merges style and technology. Rivet is committed to change the way people think about how they wear their devices. The Rivet Attachment System is made up of interchangeable components that inspire users to find their own way to incorporate their device into their life and lifestyle. To discover your way to Rivet and for further information on the company, please visit www.rivetnow.com.

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