

Finis - helping the world swim better since 1993

Finis was founded by Olympic Gold Medal Swimmer **Pablo Morales** in 1993. Pablo's influence as one of the world's greatest butterflyers led to the development of our first product, the **Monofin**. This piece of equipment is regarded today as one of the top 25 innovations to our sport.

*"Up to 60% of your race in short course can be underwater, use that time wisely."
- Richard Quick, Head Coach 1996, 2000 USA Olympic Swim Team*

Thus, our tradition of providing high-quality, creative technical products to the swimming world began. We have worked with many coaches and swimmers over the past 14 years to create products that optimize training and competitive performance.

In 1995 the **Swimmer's Snorkel** was introduced to improve body balance and positioning while increasing lung capacity. Today it would be hard to find a top 25 collegiate team which does not train with the snorkel.

Coach input has been great: Working with UC Berkeley coach Nort Thornton, Finis developed the **Hydro-Hip** and **Tech Toc** to teach the importance of hip rotation and timing for optimizing power to the stroke. Tim Elson, 15 year Pepperdine head coach and Finis VP, initiated the patented **Freestyler Hand Paddle** which develops proper hand entry and enhances the length of stroke; fundamental building blocks for proper freestyle swimming. International coaches pioneered the **Forearm Fulcrum** which encourages ideal Early Vertical Forearm.

In 1999 we introduced **Lane 4 swim goggles** because the quality of goggles for young swimmers had been overlooked. Today Lane 4 swim goggles are endorsed by the United States Swim School Association and Swim America programs as being the best goggles with respect to comfort and leak proof for small faces.

The **Tempo Trainer** was designed in 2001 to teach stroke cadence and help swimmers discover their optimal stroke rate. Today this simple product is used extensively for split interval feedback during workouts and is a required tool for many swim teams, triathletes, and elite runners around the world.

Zoomers, a brand started by Stanford All American Swimmer and Water polo player, Dr. Marty Hull, is now owned and operated by Finis. Working together with Dr. Hull we co-developed the **Z2 Fin** which is the "sports car" version of the original Zoomer and is being used by top collegiate and club programs across the country.

Understanding a need for high-quality swimsuits at value prices, we introduced our line of Finis **Aquatuff** and **Hydrospeed** swimsuits in 2002. The Aquatuff swimsuit is 100% PBT polyester with an unprecedented 90 day guarantee. The hydrospeed is the choice of many young champions, including world champion and world record holder **Jade Edmestone**.

On the entertainment front, Finis introduced the patent pending **SwiMP3**. Using bone conduction to transmit high fidelity music to the swimmer, this product was revered by *Time* magazine as a top sporting good item introduced in 2005.

Our newest venture extends to **Water Polo** as we intend to build products and recognition for the sport with the assistance of Water Polo great, US Team Captain **Tony Azevedo**.

The Finis staff includes swimmers, coaches, and water polo players from Stanford, Santa Barbara, Pepperdine, Bakersfield, New York, Atlanta, and Nebraska. Our goal is to help swimming advance on all levels, and we appreciate you being a part of the process. Our website www.finisinc.com includes a blog so you can exchange information about our products with others. Your feedback offers insights to new ideas and is encouraged to assist our efforts to improve our products. Registered bloggers are recipients of Finis product giveaways (view website for details).

Thank you for your support.
John Mix, President

