

Bladerider International Appoints John Bertrand to Board of Directors

MELBOURNE, AUSTRALIA – 4 May 2007 Bladerider International, a leading manufacturer of extreme sailing products, today appointed prominent Australian yachting identity, John Bertrand, to its board of directors as an independent director.

In 1983, **John Bertrand** skippered the winged keel *Australia II* to victory over Dennis Connor's *Liberty* to win the America's Cup. His victory broke 132 years of American domination of the race and, shattered the longest-standing record in the history of modern sport. Billed as the *race of the century*, the 1983 America's Cup series was perhaps the greatest upset in modern sports history.

A World Champion and Olympic medalist, John represented Australia in five America's Cups and at the Munich and Montreal Olympic Games. John was awarded Membership of the Order of Australia (AM) in 1985.

He is a life member of the International America's Cup Hall of Fame, and a life member and Chairman of the Sport Australia Hall of Fame, as well as being Chairman of the Australian Olympic Sailing Team selection committee for the 2008 Beijing Olympics.

During his 30-year business career, he has established successful businesses in the marine, property development, and media industries.

He is Executive Chairman of WorldWide Entertainment, the television production and distribution company that exports television programs to more than 150 countries worldwide.

John has made long-term commitments to community services. He is Chairman of the Alannah and Madeline Foundation, of which Princess Mary of Denmark is International Patron.

John holds a Mechanical Engineering degree from Monash University and a Master of Science degree from MIT in Boston.

John's love of sailing continues. He competes actively at the highest level within the International Etchell class, and is the current World Etchell class Masters Champion.

About Bladerider International

Bladerider International, based in Melbourne, Australia, is a global innovator in extreme sailing. Its main product, the Bladerider, is the fastest single-handed sailing craft in the world. Using the latest hydrofoil technology and advanced aerodynamics combined with cutting edge construction methods, the Bladerider has set a new benchmark in high performance sailing.

Bladerider International has earned a reputation as the most innovative company in the world in the design, manufacture and distribution of extreme sports equipment. It has resellers and distributors in over 40 countries.

More information on the Bladerider project is available at www.bladerider.com.au.

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