

Row Balance™, Inc. Debuts WILIS™

SPRINGFIELD, VIRGINIA -- March 21, 2008 – Row Balance, Inc. today announced recent incorporation in Delaware and the unveiling of WILIS™ to the rowing and sports fitness communities. WILIS, priced at \$1500, is designed to work with a rowing machine in the workout room and to help rowers and scullers develop the proprioceptive balance and core strength required for rowing in a rowing shell.

Row Balance debuted the new product in Baltimore in prototype form at the Great Baltimore Burn erg regatta on February 9th and found it well received. Myers reports, "Everybody wanted to try it. WILIS was hardly unoccupied all day long. Rowers, coaches, coxswains, parents, novices, elite scullers, even ergers who had no plans to row on water wanted to try it out. Our oldest rower was 71 and our youngest were 16. Everyone could see its effectiveness as a training tool." Company president Gothro adds, "Balance improvement was quickly noticeable in just the 5 to 10 minutes any one rower was on the device."

Following the debut, the team has demonstrated WILIS to widely known coaches at Princeton, Harvard/Radcliffe, MIT and UPenn as well as to Gothro's alma mater Wellesley and private schools Winsor, Phillips Exeter, Brooks and Shipley.

"A favorite, but not atypical quote, from a top competitive sculler after a few minutes on WILIS carries our intent perfectly," says Myers: "'That's exactly what I do on the water -- lean to port on the catch and overcompensate to starboard at the finish which makes the boat travel in an S.' The value of this kind of simulation is that it helps rowers identify and correct their balance-related stroke errors."

The brainchild of founders Anne Gothro and Kirby Myers, WILIS was sparked by an idea of Gothro's dating to her years on the Wellesley crew team as an undergraduate. Encouraged by her friend, crew coach and celebrated Nationals medalist Abigail "Abby" Peck, Gothro and Myers developed the idea into a patentable product by adapting the physics of balance in rowing and creating several novel breakthroughs. Named WILIS, for Watercraft-Inspired Lateral Instability Simulator, because it matches the lateral roll characteristics of a rowing shell about its metacenter and facilitates a graduated training regimen for all skill levels from novice to elite sculler. WILIS is designed to supplement the familiar rowing machine benefits of power/strength development.

"What we've developed will attach quickly and easily to your erg and give the same experience of side-to-side instability as being on the water," according to CEO Myers.

"My main motivation in this venture is that I would really like to help every rower on The Charles get a better grip on the balance issue, and have that improved skill help them win races," says Gothro.

Row Balance, Inc. future plans are to develop and deliver WILIS as adaptable to a variety of existing rowing machines and to provide an integrated WILIS/rowing machine product. Inquiries can be directed to the company at 703.969.5773.

About Row Balance, Inc.

Founded in February 2008, Row Balance, Inc. is dedicated to delivering superior balance training solutions to the rowing and sports/recreation communities. For more information visit www.rowbalance.com.

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