



Nelson Sports Inc.
Mad Rock Climbing
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PRESS RELEASE

FOR IMMEDIATE RELEASE

Mad Rock Announces Obe Carrion as Pro Team Captain

Santa Fe Springs, CA August 17, 2010: Mad Rock is excited to announce Obe Carrion as Mad Rock's Pro Team Captain and Team Coordinator for Research and Development. Over 9 years ago, Obe Carrion became Mad Rock's first team athlete. In that time, Obe has developed a holistic understanding of the dynamics between athletes and sponsors. Obe's experience and leadership will be a key factor in mentoring our top athletes and bringing the team to the next level. Mad Rock's tradition of providing climbers with high quality, innovative products, for the best value continues with Obe's role in research and development. With this partnership we are looking forward to bringing our team and products to an unprecedented level.

<http://www.deadpointmag.com/articles/view/obe-carrion-alpha-and-omega>

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