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DSM DYNEEMA AND SHIMANO COLLABORATE ON HIGH-TECH FISHING LINES TO HELP SPORTSMEN LAND THAT MOST WANTED CATCH

High-Performance Dyneema® Fiber Contributes to Thinner Lines with Enhanced Strength, Durability, Abrasion Resistance and Colorfastness

URMOND (NL), June 5, 2007 - At EFTTEX 2007 a new generation of sport fishing lines from Shimano featuring super-strong Dyneema® fiber from DSM Dyneema are being introduced. The new Aspire fishing lines have an astonishing strength to diameter ratio. They meet specific demands from sportsmen for thinner lines that are less visible to fish, provide better handling, and allow more line to be placed on the reel.

The use of Dyneema® high-modulus polyethylene fiber, makes it possible to create significantly thinner fishing lines while at the same time enhancing their strength. This combination of thinness and strength benefits sport fishermen in several ways. More line can be accommodated on the reel, giving the fisherman additional line to pay out when playing a game fish. In addition, enhanced strength means less risk of breakage when reeling in larger or more active fish.

The Aspire fishing lines feature an improved coating formulation that improves abrasion resistance and colorfastness compared to other premium braids. This smooth coating delivers improved durability and color retention over the life of the line, avoiding wear and color fading. As a result, fishermen will benefit from enhanced colors that can help their technique or make it easy to monitor their lines.

Mr Pierangelo Zanetta, European Director for Shimano, said, *"We cooperated with DSM Dyneema to provide an enhanced product portfolio to our customers. Thanks to DSM Dyneema our new Aspire fishing lines provide improved strength, thinness and durability for a more satisfying sport fishing experience. Dyneema® fiber has clear, identifiable added value to the end products."*

Rolf van Beeck, marketing manager Sports at DSM Dyneema, said, *"We are happy with the contribution of Dyneema® fiber to the creation of a next-generation fishing line. This is just the latest in our cooperation with Shimano to develop innovations that meet changing market needs. We value this relationship highly and look forward to a successful launch of the Aspire product line by Shimano."*