



For Immediate Release

Head Rush Technologies Announces EU Expansion

Louisville, CO – May 4, 2022 – Head Rush Technologies (Head Rush), a global leader in the engineering, manufacturing, and distribution of climbing and adventure equipment, is expanding its international footprint through the acquisition of QuickJump Europe and the foundation of Head Rush Europe.

Since its inception in 2009, Head Rush’s premium line of climbing and adventure equipment has seen widespread adoption in camps, climbing gyms, adventure parks, and family entertainment centers throughout the European Union, including popular climbing hubs in France and Germany. As a result, the EU has long been Head Rush’s largest market outside of the United States, accounting for roughly 50% of all international business.

“I’m extremely excited about our recent acquisition,” said Lea Ann Zuellig, President and CEO of Head Rush Technologies. “With such a large number of our devices being shipped to the EU, I saw a growing need to establish a strong support base for our customers, builders, and distributors. I believe this deal accomplishes exactly that, and expect our partners in the EU will soon begin to see the benefits of this expansion.”

Prior to its acquisition, QuickJump Europe operated as a trusted distributor and service center for Head Rush products, including the TRUBLUE Auto Belay, the most widely used auto belay in the world. Based in Annecy, France, the rebranded Head Rush Europe facility will provide a central foothold into the European market, along with increased credibility and customer support within the region.

As a part of the acquisition, Head Rush Europe will retain the services of longtime industry veterans, Laurence and Veronique Stein, who will be leading the direct sales efforts in the region. Both individuals possess valuable knowledge of the European market, as well as the full line of Head Rush products.

“I can’t wait to get started,” said Laurence Stein, when asked about his new role at Head Rush Europe. “We’ve had a lot of success working together in the past. Now, with this closer partnership, both sides have a chance to really grow.”

While manufacturing operations will continue to take place exclusively at the company’s headquarters in Louisville, Colorado, Head Rush Europe will eventually transition into a future base of operations for managing logistics and product inventory within the EU. The new location will provide EU customers and distributors with faster, more responsive service, along with a direct feedback loop to assist with future product development.

“It’s an incredible opportunity,” said Zuellig, who took over as CEO of Head Rush in 2020. “Global demand has never been higher, and the spotlight has never been brighter. One of our goals as a company is to make adventure accessible to the largest number of people possible. I see the creation of Head Rush Europe as a significant step towards meeting that goal.”

About Head Rush Technologies

Based in Louisville, Colorado, Head Rush Technologies is an engineering company and manufacturer of climbing, zip line, and free fall equipment that is on a mission to make adventure experiences more enjoyable for users and to increase ROI for operators. Their patented magnetic braking system has led to the development of best-in-class

recreational devices found in facilities worldwide, including the TRUBLUE Auto Belay (the Official Auto Belay of Team USA Climbing), zipSTOP Zip Line Brake, and QuickFlight Free Fall devices. More information is available at www.headrushtech.com.