



For Immediate Release

Head Rush Technologies Announces New President & CEO

Boulder, Colo. – August 10, 2020 – Head Rush Technologies (Head Rush), a leading manufacturer of adventure and recreation equipment, announces that Lea Ann Zuellig has been appointed President and CEO.

Greg Doyle, who has served temporarily as Interim President, will remain in his previous role as CFO, maintaining oversight of the company's Finance & Operations divisions.

"I am beyond excited for the opportunity to lead such a dynamic company. From a product and technology standpoint, Head Rush is second to none in the channels we play in," said Zuellig. "We already have an incredible team in place, and I look forward to shaping the long-term strategy required to take this company to the next level."

Zuellig's past has been a story of continued success in both the B2B and B2C realms. Most recently, Lea Ann was leading Digital Strategy for the Danaher Water Quality Group, a group of companies focused on water treatment and analysis, ensuring water quality for people around the world. She directed many different commercial units under the Danaher and Hach umbrellas, while also managing several global expansion efforts.

"Lea Ann is a special talent who has a knack for quickly analyzing situations and building successful business operations," said Paul Caragher, Partner at Pike St. Capital. "Having worked with Lea Ann in the past, I can attest firsthand to her leadership, and specifically her business savvy. We're confident that she will provide a level of complementary leadership that will drive Head Rush into the future."

No stranger to the outdoors, Lea Ann is a former Fly-Fishing Guide where she led trips in Rocky Mountain National Park. Her twin daughters are aspiring climbers and the whole family enjoys fishing, rafting, skiing, and hiking.

"To be able to take all of the knowledge and experience I've gained over the past twenty years of my career and bring that to a successful, passion-driven company like Head Rush is a dream come true," said Zuellig. "I'm ready to get to work."

About Head Rush Technologies

Based in Boulder, Colorado, Head Rush Technologies is an engineering company that is on a mission to make adventure experiences more enjoyable for the user 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 #1 Auto Belay in the world), zipSTOP Zip Line Brake, QuickFlight and FlightLine Free Fall Devices. More information is available at www.headrushtech.com.

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