

CREATING THE FUTURE

m a g a z i n e



**DEMA 2004 Houston, TX
Distributors, see you there!**



Introduction

This exciting issue of Creating the Future has a great testimonial of our new SMALL/MEDIUM mask, and information about how to take care of your full face mask, Great White Shark DNA research information, new product highlights and more! Ocean REEF will be at DEMA 2004 in Houston, TX. This will be a great opportunity for our distributors to get the latest product information and more!

SMALL/MEDIUM MASK A SUCCESS!!

"To my knowledge Ocean REEF is the only manufacturer of full face masks out there now with "sizing" catered to fit the smaller faces specifically those of female divers. Believe me it makes a world of difference for the 80% of my staff that falls into that category. In my opinion, you've hit a home run and are to be commended!" - Patrick Murphy, Dive Safety Officer North Carolina Aquariums

Places to Dive

We received some feedback on our last issue's place to dive informing us of a shark diving spot that will easily rival and blow out of the water the shark diving off Catalina Island. If you want to mingle with the big boys you may want to sink your teeth into this place to dive, Guadalupe Island off of Mexico.

This spot has been referred to as White Shark heaven. Divers seeking an encounter with the ocean's ultimate predator no longer need to travel over 5000 miles to South Africa or Australia. Large and stable populations of adult Great Whites return year after year to the same sites of Guadalupe Island to feed on Northern Elephant Seals and tuna. These large beauties range from 14-19 feet! And, you could mingle with up to seven Pacific Great Whites at a time! The waters off Guadalupe Island have 100-foot visibility so you won't have

any trouble seeing the Great Whites. If you need a contact for Guadalupe Island consider Absolute Adventures (www.sharkdiver.com). The Absolute Adventure staff are personable professionals that will guide you on one of their two shark vessels and put you into the industry's largest shark cage to assist you in a wild and unforgettable adventure. While on the shark vessel you can even get your fill of world class Yellowfin Tuna fishing! If you take video footage; send it our way and tell us about your adventure:

advertising@oceanreefgroup.com



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Trivia Challenge

The first five people to email the correct answer of the trivia question to: advertising@oceanreefgroup.com will receive a FREE Ocean REEF Lanyard!

Trivia Question:

What are the nine items included in the SMALL/MEDIUM Neptune Kit?

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operator@oceanreefgroup.com

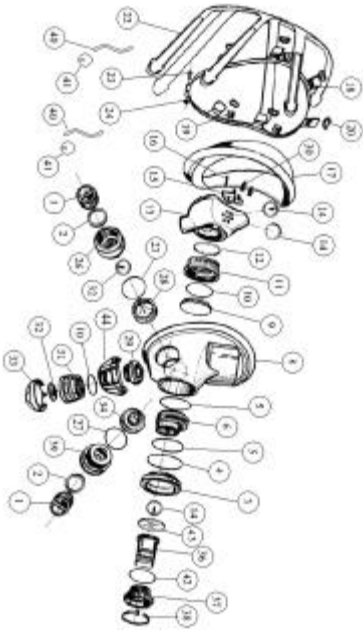


Technical Information

Are you aware that the Neptune II NIRA should be serviced at least once a year? Do you know how to get your Neptune II NIRA serviced? Well, if you don't know, let me tell you; and if you do know let me remind you and explain the service process that occurs after you send your mask in.

First of all, if you use the Neptune II NIRA the average amount (3 or 4 times a year) then you would need to get your mask serviced once a year. BUT if you use your mask on a daily or weekly basis, you should send your mask in for servicing about every 3 or 4 months!

Servicing on a Neptune II NIRA must only be performed by Ocean REEF Inc. or an authorized and trained Ocean REEF dealer. Ocean REEF Inc. can train dealers on Neptune II NIRA servicing at DEMA or by special appointment. So, when your mask needs servicing, contact Ocean REEF at 1-800-922-1764. Your mask will be shipped to Ocean REEF and go through a servicing process.



This is the servicing process:

1. The mask is tested; the mask is placed on a "Test Bench" machine and the breathing ability of the mask is checked
2. The mask is evaluated and tested to check if there are any pin hole leaks in the face seal
3. The mask is disassembled and all parts are inspected
4. All O-rings on the mask are replaced with new ones
5. All valve membranes are replaced with new ones
6. The NIRA poppet is replaced and adjusted properly
7. The mask is then assembled together again
8. The mask is once again tested on the "Test Bench" for breathing ability

Servicing of the Neptune II NIRA is a very serious and important matter. Be sure to take good care of your Neptune mask and it will in turn take very good care of you!

Exciting News

The Ocean REEF Neptune II NIRA is being put to good use!

An Ocean REEF distributor, Absolute Adventure, has teamed up with California's U.C. Davis, Dr. Peter Kimley, and Mexico's renown shark researcher Dr. Felipe Galvan to perform Great White Shark research. The team uses the Neptune II NIRA when diving and loves it!

Last season the team successfully collected several DNA samples from Guadalupe Island's White shark population. One of the several questions the team hopes to answer over the next few years of careful field operations are local movement patterns, a complete census of animals, feeding patterns, prey behaviors, continuing DNA and blood samples, and more importantly, why the vast number of Great Whites are congregating at Guadalupe Island. The team has commented on the Neptune Mask being user friendly and the underwater communications working well and being essential to their research production.

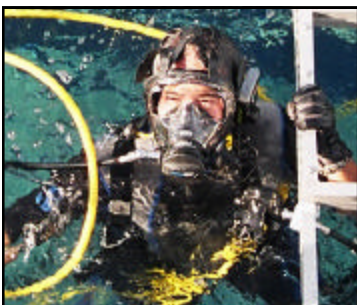
More specifically on the DNA research, during 2004 the team will continue varying DNA sampling. This will allow the research group to determine if in fact the population of Great Whites at Guadalupe are in any way related to the adult sharks found along areas of the California and Mexico coastline. DNA samples have been taken from live and dead animals from all over the Pacific.

The team hopes to cross-reference those samples with their own samples. DNA work done elsewhere in the world has revealed subtle variations between White Shark groups, such as South African White Sharks and Australia's Great Whites. Time will tell the type of information within the DNA samples.

Ocean REEF is excited that the Neptune II NIRA is being used for this educational purpose. We are also pleased that the divers using our equipment and products to gather the research are enjoying the comfort and efficiency the Neptune System offers!



Great White Shark



Neptune Mask in use

Product Highlight

Ocean REEF has some new products! These new products will be making their debut at DEMA 2004 in Houston, TX. AS was mentioned in the last issue of *Creating the Future*, one of Ocean REEF's new products is the smaller sized full face mask (SMALL/MEDIUM Neptune II NIRA). This new product will ensure that virtually the entire general population can dive with a Neptune II NIRA!

In addition to this great product, Ocean REEF is also introducing more new products: the Neptune Drinking Device, Neptune II NIRA 50/60 PSI, NIRA Hose commercial quick connection, and the GAMMA 105 CAMERA Adjustable bracket!

To further expand on the Neptune Drinking Device, this accessory allows the diver to drink while underwater! During a prolonged dive or excessive exertion, this accessory improves the comfort and safety of the diver while wearing the Neptune Mask. The Drinking Device is assembled on the right side of the mask by removing the octopus port and changing

the oralnasal mask (both oralnasal and connection port are provided in the drinking device kit)

The drinking device rotates and if a diver wants to drink, they can turn the internal silicone straw to the mouth. On the drinking device tube there is an on/off valve. By pinching the valve, the tube opens allowing the diver to draw up liquid through the tube from the drinking device special bag, the "Neptune water pouch" (NW pouch)

When not pinching the valve the drinking device remains closed; ensuring that leakage doesn't occur to or from the inside of the mask. Spare "NW pouches" are provided separately, with a quick connection so that bags may be switched out while remaining underwater.

Ocean REEF would like to share more information about its new products with you at DEMA in Houston, TX October 13-16th or over the phone; 1-800-922-1764. Get your new Ocean REEF products today!



New Neptune Drinking Device

Did you know?

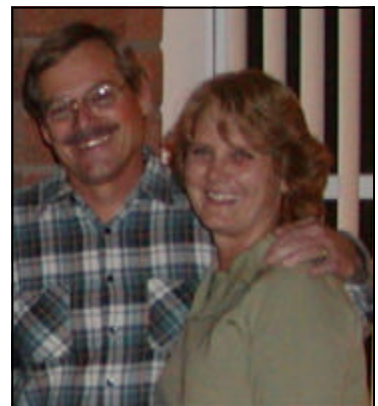
Captain Ashley was with John Walker (from Lancaster Scuba, PA) and a few other divers on a diving trip. Captain Ashley and John Walker were on the boat with the M-105 on board and two other divers (Bob and Bill) who were in the water. Ashley and John realized that a sudden lightening storm was swelling up in the sky and John said, "We should give the guys (Bill and Bob) a call and get them out". So they called Bob and Bill on their GSMs with the M-105 so they could get out of the water and to safety before the storm hit. Everyone was able to get to safety before the storm hit and Ashley informed the others that he wanted to learn how to use the Neptune System; he was impressed with the mask and its communications and wanted to get trained on the mask to use it in the future.

Well, shortly thereafter, Ashley was in a pool using the Neptune mask, getting certified!!

Employee Highlight

Gayle Williams is the new accountant for the USA office! She handles, well, anything that has to do with accounting/finances, and she's great at it. Gayle was born in El Paso, TX and six years later moved to Oceanside, CA and currently lives in San Marcos, CA. She has been married for 32 years and has two sons. Gayle and her husband have a cabin at Big Bear where they like to spend as much time as possible. One of her favorite, and most fulfilling activities is singing with her church choir. She has begun learning to machine quilt and she also volunteers with the Palomar Hospital Auxiliary and does the editing for their newsletter. Gayle and her husband like to vacation in Hawaii, especially Maui. They make sure to always be somewhere they can watch the sunset each night that they are there.

Gayle is very talented, a hard worker, and a joy to be around! Thanks Gayle!



Gayle and Husband



Captain Ashley getting certified

