



Press Release

For Immediate Release

Montreal's Action Scuba gives local divers more equipment options with the addition of Halcyon Dive Systems

Montreal, Canada (August 18, 2011) – Action Scuba, Montreal's scuba diving experts, are pleased to announce they have added Halcyon Dive Systems to the list of dive gear they sell and service, increasing the equipment choices available to local divers.

An SDI/TDI and PADI TecRec centre, and a PADI 5 Star Instructor Development Centre, Action Scuba has long been serving both technical and recreational divers, and was looking to add a new supplier that could help address this wide range of scuba diver needs.

Offering excellent comfort, fit and performance for beginners through to the most advanced tech divers, Halcyon Dive Systems are the latest popular diving brand to be added to the Action Scuba line-up, which already includes the likes of BARE, Scubapro, Mares, Henderson, Hollis, Waterproof, OMS, Zeagle, DUI, Oceanic, Suunto and many more.

As an independent retailer with non-commission based employees, the shop is recognized locally for offering a personalized approach to selling dive gear, with their experts working closely with divers to choose the right equipment for their individual diving needs, style and budget. The addition of Halcyon Dive Systems to Action Scuba's inventory means that their staff will be able to extend the choices they make available to their customers, ensuring that they will always find a perfect fit for all divers, regardless of their level.

“At Action Scuba we are always evaluating the different scuba diving products on the market and adding new lines to ensure that we offer our customers the widest selection of premium dive gear possible,” says Action Scuba owner and PADI Master Instructor Gary Davis. “Because we cater to technical divers as well as recreational divers, we felt that Halcyon Dive Systems would be a good addition to our product line up as they have such a comprehensive range of dive gear. Plus, our customers have asked for it, and we always listen to our customers. This is just one example of how

we've increased our inventory of scuba equipment by over 50% in the past year to respond to our customer demand."

About Action Scuba

Action Scuba (www.actionscuba.com) is a PADI 5 star Instructor Development Centre, SDI/TDI and PADI TecRec Centre and dive shop located in Pointe Claire, Quebec, which has been serving water loving Montrealers since 1997. As underwater experts they offer training and certification for all levels of divers, from beginners through to specialist technical divers or dive professionals. Action Scuba also carries a large inventory of scuba and snorkeling equipment for purchase and rental, all backed by a service department and expert gear advisors. They also sell travel to some of the world's best dive destinations and organized local diving excursions.

###

Action Scuba Media Contact:

Diane Tetrault

514-919-7055

diane@actionscuba.com

151A Cartier Avenue, Pointe Claire, Quebec, H9S 4R9

Photos and imagery available on request