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FOR IMMEDIATE RELEASE

From High School Mates to Bluetooth Tech Entrepreneurs

BRISBANE, Aug. 21, 2014 -- After graduation, most high school friends see each other at reunions. But not these two career driven individuals, Chris Ryan and Adam Rockett, founders of Strike Group.

Having a desire to make a move outside of the mainstream, Ryan and Rockett, CEO and Managing Director of Strike Group, started the business and grew the company from an initial turnover of \$300,000, to a multi-million dollar organisation. "At that time, we were in our teenage years trying to make our way in the tech industry," says Ryan. Initially, the high school mates struggled in hiring the right people, a costly mistake in any business, but that did not stop them in pursuing their goals.

Initially Strike was only a distributor of goods, but now the company has transformed into an Australian based innovation house and manufacturer. The company continues to grow. This is evident with their recent global expansion starting in Europe and America. Strike Group has opened offices in Washington, London and Manila. Furthermore, they continue to deepen their relationships with organizations that would help them to better innovate in the area of road safety and communication.

Strike Group is motivated to serve and allow its consumers to access all the benefits of technology, bearing in mind consumers do it in a safe way. "Road safety is so important to society and with the ubiquitous nature of mobile phones, consumers need to learn to use them in a safe way," says Ryan.

Currently, Strike Group is upgrading its Alpha Cradles to support the newest 700MHz band. This latest innovation will improve mobile reception, increase data speeds and broaden coverage of phone specific cradles.

When asked about his advice for aspiring entrepreneurs, Ryan simply said, "Hurry up and get started! Your journey is waiting."

To know more about Strike Group, visit www.strike.com.au.

About Strike Group:

Strike Group is Australia's leading provider and manufacturer of innovative car technologies. Strike integrates innovative design and seamless engineering in all of its products. The company now exports to 72 countries having appointed key partners in the American and European market.

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