



FOR IMMEDIATE RELEASE

Swiftech Releases New Apogee XL2 Flagship Waterblock

Long Beach, CA, October 13, 2016 – Rouchon Industries Inc., dba Swiftech® (OTC Pink Current: RCHN), today announced the release of their new Apogee™ XL2 flagship waterblock.

The XL2 follows in the footsteps of the award winning high performance Apogee XL with fine-tuned flow rate, an improved retention mechanism, and modder-friendly features such as: all clear acrylic housing construction, addressable RGB LED's lighting technology which allows users to change the block color at the touch of a button, and removable front plate for after-market customizations.

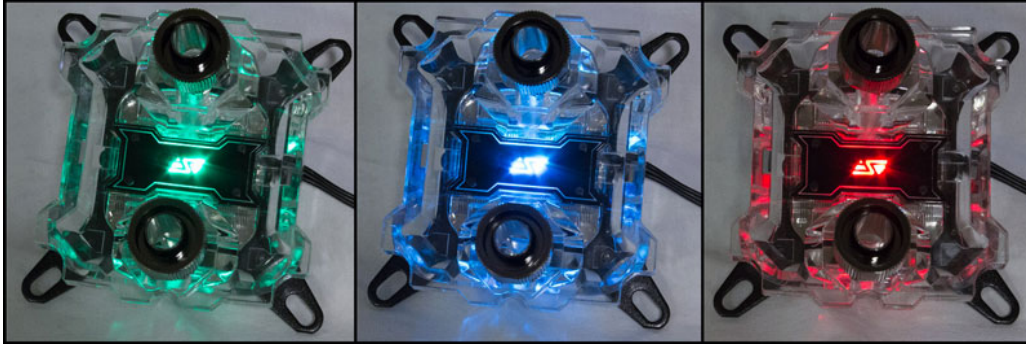
The Apogee XL2 includes Swiftech's new IRIS-ECO Multi-Function ALED light controller and PWM signal splitter hub, which is being released concurrently. The waterblock is compatible with all the current Intel® and AMD® desktop processors, and ships with installation hardware for both.



Apogee XL2 in Intel Configuration



Apogee XL2 in AMD Configuration



Pricing and Availability

The product is now shipping to Swiftech Channel Partners worldwide.

The product is also now also available on Swiftech's website: www.swiftech.com.

MSRP: \$49.95 including the Iris-ECO LED light controller

\$44.95 without the Iris-ECO LED light controller

About Swiftech

Swiftech is one of the leading forces driving the high-end thermal management scene in the personal computing industry. Known for pioneering work, innovation, and dedication to high performance and quality have resulted in award winning products that have set the standard for others to follow. Swiftech is known for thinking "outside of the box" and remains being driven by its competitive spirit. As a result, Swiftech is considered one of the "founding fathers" of the liquid cooling industry for gaming and personal entertainment computer systems. The Swiftech brand is recognized worldwide and known for performance, innovation, quality and value.

Swiftech is headquartered in Long Beach, CA and works with leading channel partners, distributors and resellers in the U.S., Canada, Europe, Asia, South America and Australia.

The company can be reached at 1-888-857-9438 or www.swiftech.com

###

PRESS CONTACT:

Kat Silberstein

VP Sales and Marketing

Swiftech – <https://www.swiftech.com>

kat@swiftech.com

M. (650) 438-4328