



For Immediate Release

**CATCH THE WIND NAMED OFFICIAL SUPPLIER TO BMW ORACLE RACING IN
33rd AMERICA'S CUP MATCH**

Launches Racer's Edge[®] laser wind sensor to improve sporting performance

Manassas, VA, January 14, 2010 – Catch the Wind Ltd. (TSX-V: CTW.S) announced today the launch of Racer's Edge[®] laser wind sensor (LWS), the world's first hand-held device that provides accurate wind speed and direction measurement data for use in sailing, boating and other sporting events where knowledge of wind conditions is a contributing factor to performance. Racer's Edge[®] LWS will be first deployed by the BMW ORACLE Racing team during the 33rd America's Cup Match scheduled to take place in February 2010, in Valencia Spain.

Racer's Edge[®] LWS is a natural extension of Catch the Wind's fiber-optic laser wind sensing technology currently in use by the renewable wind energy sector for increased energy output production and reduced stress loads on equipment. Racer's Edge[®] is capable of measuring real-time horizontal wind speed and direction data at varying ranges ahead of the sensor location, and is in keeping with the Company's product development strategy to deliver smaller, lighter units to the wind industry and other markets.

"Consistent with our strategy, the launch of Racer's Edge will enable us to apply our forward wind measurement capabilities to new markets while continuing to provide benefits to all aspects of the wind energy industry, including improved wind turbine performance, wind prospecting and grid control," said Phil Rogers, President and CEO of Catch the Wind. "The BMW ORACLE Racing team has a reputation for innovation and excellence, and we are excited at the opportunity to apply our technology in one of the world's most competitive racing environments."

Named Official Supplier to BMW ORACLE Racing

With the launch of Racer's Edge[®] LWS, Catch the Wind has been named an Official Supplier of BMW ORACLE Racing, the American Challenger of Record for the 33rd America's Cup. Catch the Wind will equip BMW ORACLE Racing with a Racer's Edge[®] LWS unit capable of precise measurement of wind speed and direction up to 1,000 meters in front of the BOR 90, BMW ORACLE Racing's trimaran.

"In competitive sailing, accurate information on wind speed and direction can be a race-winning advantage," said John Kosteki (USA), tactician for the BMW ORACLE Racing team. "We have chosen Racer's Edge for the 33rd America's Cup."

Based on leading-edge developments in pulsed laser technology, Racer's Edge® LWS uses wireless data transmission to remotely link to a computer, where wind data can be instantly downloaded. Additional features of Racer's Edge® include:

- Highly flexible and portable, weighing only 18 pounds,
- Ruggedized and water resistant, and
- Built to operate even when visibility is poor and in a wide range of temperatures.

About Catch the Wind Ltd.

Catch the Wind Ltd. is a high-growth technology company headquartered in Manassas, Virginia. The company was founded in 2008 to develop and manufacture the Vindicator® laser wind sensor.

Catch the Wind serves the commercial market sector for laser based wind sensor systems, recognized as the "gold standard" in wind measurement. The company is focused on becoming a major contributor in making clean, renewable wind energy more affordable and profitable. For more information, visit www.catchthewindinc.com and follow us at www.twitter.com/Catchthewindinc ,

Forward-Looking Information

This news release includes certain forward-looking statements within the meaning of Canadian securities laws. Forward-looking statements involve risks, uncertainties and other factors that could cause actual results, performance, prospects and opportunities to differ materially from those expressed in such forward-looking statements. Forward-looking statements in this news release, include, but are not limited to, economic performance and future plans and objectives of Catch the Wind. Any number of important factors could cause actual results to differ materially from these forward-looking statements as well as future results. Although Catch the Wind believes that the assumptions and factors used in making the forward-looking statements are reasonable, undue reliance should not be placed on these statements, which only apply as of the date of this news release, and no assurance can be given that such events will occur in the disclosed timeframes or at all. Catch the Wind disclaims any intention or obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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Contacts:

At Catch the Wind Ltd.
Claudia Jaques
Vice President and General Counsel
703-393-0754
cjaques@catchthewindinc.com

For investors:
Joe Racanelli, The Equicom Group
The Equicom Group
416 815 0700 ext. 243
jracanelli@equicomgroup.com

For Media:
Jamie Rismiller
Sage Communications
703-584-5644
JamieR@aboutsage.com